

The AUTHOR & JOURNALIST

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SEPTEMBER

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WHEN YOU SAY THAT SIMILE!

By S. OMAR BARKER

DRAMA VS. DRABNESS

By CHARLES CARSON

ESSENTIALS OF RADIO PLAY-
WRITING (Continued)

By WILLIAM L. KING

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ATTITUDE ON REPRINT STORIES

Dear Mr. Hawkins:

May I add a word of affirmation of the stand now being taken on the matter of reprints? Warner Publications has always been opposed to the use of reprint fiction in the wood-pulp field and has assured the Authors' League of its cooperation in dealing with the problem.

The issues of both *Ranch Romances* and *Black Mask* now going to press all call the attention of the readers to the fact that we publish only new material. We intend to run this notice indefinitely, believing that one of the ways of meeting the reprint situation is to educate the readers to discriminate between reprint and non-reprint books. This policy, I understand, is also being followed by other pulps in the non-reprint field.

We feel, too, that the present fine cooperation of authors and publishers argues well for an ultimate solution to the whole vexatious question.

FANNY ELLSWORTH, Editor
Ranch Romances, Black Mask
□ □ □ □

ANOTHER VANITY PUBLISHER

The Falcon Press, New York, which sent word over the signature of Frank E. Castka that it was in the market for manuscripts, and would pay for them on a royalty basis, turns out to be another vanity publishing concern.

A reader who submitted a novel received a reply from Mr. Castka, stating that he would publish the novel—for \$500.

Incidentally, a letter from the concern, which another contributor has forwarded to us, is signed by Eugene Filteau, whose methods as an agent were reported in the August A. & J.

□ □ □ □

S. W. SERIES IN BOOK FORM

The "Student Writer" department which has been an end-page feature of THE AUTHOR & JOURNALIST for the past year, has proved one of the most popular series ever carried in the magazine. The remarkable thing is that the lessons have been received with enthusiasm not only by beginners but by many professionals.

A reason for this, we think, is that most professional writers learned their craft the hard way—by trial and error. They know from experience how salable stories are written. These lessons—in which every effort has been made to avoid abstract theory and to get down to practical fundamentals—tell why acceptable stories are written that way.

The response has been so favorable that the material is being issued in book form. An announcement appears elsewhere in this issue.

THE AUTHOR

& JOURNALIST

September, 1939

WHEN YOU SAY THAT SIMILE!

... By S. OMAR BARKER

Mr. Barker is well known as a writer of cowboy fiction and verse. A number of his cowboy poems have been included in high-school and college texts on American literature—even though their original publication was in the pulps!



S. Omar Barker

AND I do mean *simile*, with apologies about as humble as a coo-sie's chuck call, to Mr. Webster and Co. for parading one of their noble nouns as a verb.

A "simile," according to the Junior Partner Webster on my desk, "is a likening by comparison to illustrate something." For instance,

it isn't merely snowing outside as I write this: it's featherin' down like a busted bed tick.

Similes are as numerous in the English language as bristles on a Texas brush hog; but many of them are worn to a feeble frazzle from over-use. In effect upon the reader many long established, oft employed similes are as dead as a door nail, as dull as dishwater, as tasteless as tepid tea.

However much the erudite British may deplore Americanized English as linguistic junk jewelry, it is precisely by our ready invention of new similes and metaphors (sometimes simple and folksy, sometimes extravagant and outlandish) that we contribute new force and freshness as well as humor to an ancient and honorable language.

And that brings us, as Bob Benchley would say, to the subject of writing Westerns—and who doesn't? For if all my years of residence in the Southwest and acquaintance with cow-

folks has convinced me of anything, it is that the American cowboy is champ of the world in the creation of salty similes.

Credit the cowboy with these: "so skinny he could wear a double-barrelled shotgun for drawers"; "about as good humored as a stump-tailed bull in fly time"; "purty as a spotted dog under a little red wagon"; "as slippery as calf slobbers"; "hotter'n a burnt boot"; and a thousand others just as picturesque.

The point I am trying to make for the writer of Westerns is this: to give your stories that salty flavor of character authenticity and reality which often means the difference between wasted postage and a check, no matter how rootin'-tootin'-hell-for-shootin' your plot may be, make your biff-bangin' buckeroos *talk* like cowboys. You can accomplish that end a lot more effectively by the judicious use of cow-country similes than by all the "yuh" and "tuhs" born east of the Hudson. Of course yuh got tuh throw in a few "yuhs" and "tuhs" if the editor wants yuh tuh, for the editor is always right. Besides, there are plenty of times when the "yuh" sound instead of "you" is as natural to a cowhand as saucerin' hot coffee. For instance:

I'm tellin' yuh that some form of simile or comparison seems to be natural to the speech of the cowboy, past and present, wherefore this same gift for pungent expression should crop out at least occasionally in the fictional cowboy if he is to sound like the real thing.

I am well aware that anything like complete authenticity is neither an editorial requirement nor a reader demand in Westerns. Being myself Western born an' brung up, I often wish it were. Nevertheless, I believe that both the editor and the ultimate reader do sense the flavor of reality when they come across it in a story,

and that they like it. Whatever both editors and readers like is likely to bring the checks.

There are two classes of similes of which the wrangler of Western wordage may avail himself. First, those phrases which cowfolks have actually created and used, either little or much. Second, similar expressions of his own invention, *in the cowboy manner*. The specimens quoted above belong to the first category. Most of them have been heard on the range almost ever since the rabbits wore long tails, yet they are still fresh and usable, not only because of their pungency and genuineness, but because they have not as yet been overworked in print.

Several qualities in them are worth noting. First is the element of humor—the sort of dry humor always cropping out in the real cowboy's speech no matter how grim the matter in hand. I have never known a cowhand whose speech did not possess it in some degree.

The second quality is picturesqueness: words that draw a picture, not pose an abstraction.

Third, the comparisons are drawn by means of objects or situations familiar to average cowboy experience. If you've ever overheated wet boot leather while warming your foot over a campfire you will readily understand what I mean.

The fourth point for your attention is somewhat common to all catchy similes. It is the tendency to alliteration, as in "slippery as calf slobbers."

As a writer of cowboy humor (I hope) both in fiction and in verse, I find it necessary and convenient not to limit my similes to those already in use. In other words, I roll my own. It seems to me that any writer of Western wordage must do the same, at least now and then, for the sake of punch and freshness. Old whangeroos like Tuttle and Knibbs may invent new cowboy expressions by the dozen in a single story, yet because they know the cowboy breed inside out, the dialogue of their characters brands their stories with an essential authenticity, no matter how wild the plot.

For purposes of humor, fanciful exaggeration is a proper keynote for your invented similes. Whatever old-time trail hand first concocted "as ignorant as a little nigger with a big navel"

is an illustration in point. Maybe it doesn't really analyze into any very definite meaning, but if it fails to chouse a chuckle out of you, Mister Western Fictioneer, you ought to quit trying to crate cowboy characters and go suck eggs.

The fictional cowboy who doesn't crack a simile once in a while is as dead as a dunked doodlebug.

"The last I saw of him," said Henry, "he was running like a deer."

Maybe he was, but

"The last view I got of him," said Hash-Hook Hank, "he was toppin' the rise like a shot-at coyote."

I leave it to you which comparison carries the cowboy flavor.

The important thing is not that your similes be drawn directly from sources of actual cowboy usage, but that they be the kind of salty expressions a cowboy actually would use. As my old Dad used to say, they should be "as big as life and twice as natural."

I offer in illustration a few random samples of author-invented similes drawn from my own and other stories:

"Like a snow-blind bull bumpin' into a barn"; "busier'n a buck deer fightin' a bush"; "so dry all the windmills was pumpin' dust"; "smokin' like hell under a haystack"; "darker than the inside of a big black bull"; "a face as long as an Injun's shirt tail"; "hopeful as a hog in a husk heap"; "caught between hell an' nowheres else"; "mean as a mustang mule with a fever blister on his tail"; "old enough to braid his beard"; "about as handy with a rope as a hog with a hankerchief"; "like an ol' he-buzzard quittin' a dead cottonwood"; "as sudden as a jumped jackrabbit"; "choke-bore pants"; "wary as a three-footed wolf"; "mad as a muley bull"; "Ride? Hell, he couldn't set on a hillside without hangin' onto a bush!"

Saying it with a simile may not always be as easy as trackin' a bicycle in a three-foot snow. Figgerin' out the fittin' phrase is often as tedious as soakin' a prune to chaw. But the cowboy story without salty simile is like they used to say about weak coffee at a cowcamp: "All gurgle an' no gut."

THE INFALLIBLE RECIPE

By MARIA MORAVSKY

Everything is lost on page eighteen,—
Stick to this rule.

You must be cruel to your heroine,
And I mean—cruel:

Her purse is lean, her man is mean,
All hopes are squelched on page eighteen.
And only at the very end make it plenty
Of cash, and wedding bells—on page twenty.

DRAMA VS. DRABNESS

. . . By CHARLES CARSON

Charles Carson is a Hollywood agent who has written for magazines in various fields.

A FEW evenings ago I was strolling down the street, when a heavy sign fell down on the sidewalk, coming near enough to my head to snap my spectacle frame in two. Although I escaped death by a fraction of an inch, it wasn't very exciting. My name did not get into the papers, and even my wife, who was with me at the time, did not seem to realize that she had narrowly escaped becoming a widow.

But if my eyeglasses had been clipped off by a sharp-shooter, involving no greater danger, it would have been different—especially if the rifleman turned out to be the husband of my blond stenographer, with whom I had kept too many evenings at the office in the interests of "business." There, my friends, would have been a story, and if my picture hadn't made the tabloids, I'm mistaken. (Not that I have any such ambitions.)

My point is that danger, within itself, is not necessarily dramatic. Your fictional hero must be in constant danger, but just any kind of danger is not sufficient. Suspense cannot be created by placing your character in a predicament that is commonplace, monotonous, irksome or depressing. A hero or heroine can suffer like all get out, and the reader will like it as long as it is *beautiful suffering*. You may get your character in a den of adders, let him fight a giant condor with his bare hands, or have his suspenders clipped with an Oriental saber if you must, but *don't* let him get struck with a signboard bearing the legend, "corsets and lingerie."

A few years ago I was physically incapacitated to the point of being supposedly incurable. Everyone knew my prognosis; my doctors, my family and myself. Yet nobody made much of a fuss over it. My friends liked me; they regretted that I was soon to cross the Styx, but no concerted effort was made to do anything about it.

At the same time, a mountaineer back in the hills of Kentucky was trapped in a cave, and people all over the country who had never seen the man were moving heaven and earth to get him out alive. But my situation was not imaginative; I was not dying dramatically!

If ever I get in the neighborhood of death's door again, I trust that fate will bless me with a more colorful ailment. After all, one doesn't have to be trapped underground, as Floyd Collins was, to attract attention. If I happened to contract some unusual disease, I could lie be-

tween linen sheets and be surrounded by lovely nurses—well, nurses at least—and yet startle the world.

I might have some special brand of tropical fever which only one doctor on earth knows how to cure. It happens that this medico lives in Mexico City, and unless he gets to the scene of action with his new serum in twelve hours, it's going to be curtains.

A special plane is chartered, and the medicine man is hoisted aboard. All seems to be going well; then something happens. The man at the controls is Douglas Corrigan, and further complication results as observers sight the plane going in the general direction of Buenos Aires!

A few years ago a beautiful young girl in the middle West was in an airplane crash which left her permanently maimed, without marring her facial charms. Immediately, she became the subject of numerous magazine and newspaper stories; thousands of "fan" letters came to her from strangers; people who had never heard of her before insisted on handing her opportunities on a silver platter, and though unable to walk, she experienced success that would never have come her way under normal conditions.

Yet we know that hundreds of persons, most of whom are equally deserving and capable, suffer automobile accidents daily, without receiving more than casual mention in the newspapers.

First of all, the airplane crash was spectacular. Then, the girl was young and good looking. An older woman or a homely one could suffer as acutely, but in this girl's case there was something beautifully tragic about it all.

Not long ago I read a story manuscript that was well plotted, but it was not marketable because of the manner in which the sympathetic character suffered. The fact of his being in a precarious situation from the beginning to near the end represented good technique, but all that happened was that everyone "done him wrong." There was no dramatic appeal, and before I had finished the story I wanted to shoot the hero to get him out of his misery.

In evolving story complication, it should be the writer's aim to let the characters suffer, but not the reader. When tragedy is spectacular, bizarre or thrilling, it makes good story material. If it is sordid, wearisome or unimaginative, there is very little hope for it.

ESSENTIALS OF RADIO PLAYWRITING

. . . By WILLIAM L. KING

This series began in the August, 1939, issue.

III: CHARACTERIZATION



William L. King

ACCORDING to Polti, all the literature of the world can be reduced to thirty-six basic plots. Other authorities claim that there are even fewer, but settling on Polti's count for present purposes, even thirty-six plots or types are all too few, especially for the extremely voracious radio markets.

Even if all thirty-six of these plots were available for broadcasting purposes, they would be exhausted in a single week of broadcasts and completely worn out in six months. But they are not all available, for if plays built on some of the plots were broadcast, there would be an instantaneous flood of objecting letters to the authorities expressing everything from mild depreciation to vituperation—justly so.

The one method of obtaining necessary variety has been demonstrated to be by *characterization*. Just how characterization performs its alchemy of changing a finite number of bare plots into an infinite number of interesting plays can best be illustrated by a scene from a radio play.

The setting is the Country Club near a large state university where the Senior farewell dance is being held. Youthful Professor Grant has just walked from the dance floor out onto the terrace:

BABS: Nice Moon, Professor.
 GRANT: (STARTLED) Oh—it's (SOFTER) you.
 BABS: Nice dance, Professor?
 GRANT: (DISCONCERTED) Well—ah—yes. Up to a certain point.
 BABS: Your first?
 GRANT: Not—not exactly. You see—back at Normal . . . (STRONGER) I say Miss Whitaker.
 BABS: Now, now, Professor. Classes're over and this isn't a lecture room. Babs is the name.
 GRANT: I know that—
 BABS: (ARCHLY) So?
 GRANT: I mean—well, yes, psychology classes ARE over—so are ALL your classes. (MOURNFULLY) You're graduating.

BABS: (LIGHT SURPRISE) Then I DID pass my psych exams? I never dreamed I would! Thanks ever so much for the good word, Profess—
 GRANT: (INTERRUPTING) Leslie's the name . . .
 BABS: Leslie.
 GRANT: Yes. You see—what I meant was—you ARE going to graduate IF you pass the psych exam.
 BABS: Then DID I?
 GRANT: (STERN) You were very inattentive in class . . .
 BABS: (INTERPOLATES) But I made an 'A' in domestic science (SLYLY)—cooking . . .
 GRANT: Your thesis was very incoherent—
 BABS: —I've a cute figure Professor . . .
 GRANT: —Your work on the achievement tests was below par . . .
 BABS: —And a warm heart—
 GRANT: Finally—If you pass you'll graduate and —your home's in Memphis I believe?
 BABS: (SWEETLY) That's in Tennessee . . .
 GRANT: I know—(MOURNFULLY) eight hundred miles away . . . I'll never see you again . . .
 BABS: A neat bit of reasoning from cause to effect. So that's how it is?
 GRANT: How what is?
 BABS: (STERN) Turn around here a minute and let me look at you. Yes, you're perspiring and really the night's not warm . . .
 GRANT: Please—I—
 BABS: Your class-room pose is all in shreds—you've worried your tie and collar all awry—
 GRANT: Now listen here—I—
 BABS: —I'm just doing a little reasoning from effect to cause, Professor—
 GRANT: Really?
 BABS: Frankly—I'd say you're in love.
 GRANT: (DISMAY) Love?
 BABS: (FIRM) Love. (ARCHLY) But a professor isn't allowed to marry a girl while she's still attending classes here at State. But who said—?
 GRANT: But who said—?
 BABS: No one, Professor. I was merely exhibiting my knowledge of psychology. NOW do I pass?
 GRANT: Well—ah—
 BABS: (SING-SONG) If I flunk I can't get married—'A' in domestic science—a cute figure—a warm heart—and—
 GRANT: (INTERRUPTS DESPERATELY) Yesyes. You'll pass . . .
 BABS: (FONDLY)—and I'll make a good wife for some man.

There are two characters in this excerpt, Babs and Professor Grant. Reduced to all but dust, they would be merely a young man and a young woman. Moreover, they are doing, if not exactly a prosaic thing, at least something that is done a hundred times a day throughout the world and which easily lends itself to bone-dry treatment. If the edict for physical action had

been strictly adhered to, the proposal would have been made and done in many words less—the audience would have received merely a stereotyped view of a stereotyped incident that engaged the attention of two uninteresting human beings. If the “action” edict had been relieved a trifle, the incident might have made use of a few more words and brought in a little romance, but not enough to make the audience forget that it was witnessing a matter-of-fact scene played by two matter-of-fact actors.

It remained for the ingredient of characterization to take the girl, endow her with the self-assurance, warm heart, and saucyness of an *individual* named Babs, who thought, spoke and felt for herself; to take the young man, show his professional mien on wooing bent, his inability to cope with modern feminine self-assurance, save in his male, diffident way, and to give him the mournful aspect of Leslie Grant bidding his dream girl goodbye, then to bring both characterizations into juxtaposition so that they would beguile and interest an audience of millions. Gone was the consciousness of plot frame-work and dramatic formula and, in their stead, there was a picture sufficiently interesting and true to life so that the listeners undoubtedly did become lost to the artifice of drama in the contemplation of the real of life.

Pointing out how an author can achieve fine characterizations is something else.

A start would be to say that good characterization is not exactly an objective achievement. It is more in the nature of a subjective reflection—the reflection of an observant temperament that takes note of the minutest details that mark the differences between one personality and another. It is also abetted by the ability to find the exact shade of words necessary to present these details on paper so that they are completely natural and authentic.

IV: NATURALNESS

A well-developed sense of observation records the little idiosyncracies of humanity, both the usual and the unusual. There are many little tricks of speech and expression that give individuality, or that mark the individual's profession, background, temperament, and philosophy of life. And since dialogue is the main stock-in-trade of the radio dramatist, these observations will cover the greatest part of his field, there being little call for an embracive knowledge of mannerisms of action.

Too much emphasis should not be placed on *tricks* of speech and characterization, however. Pursued too assiduously, they soon pall upon the listener. Until a sense of balance has been attained, it is far better to depend upon the usual, especially in philosophies, but expressed with regard to interesting authenticity.



“He’s quitting the writing game for good, but he always changes his mind.”

In committing radio dramas, in the form of dialogue, to paper from which they are read directly by the cast, instead of being memorized, the chief objective should be *naturalness*. This dialogue must sound exactly as though it were being delivered spontaneously for the first time, as though the characters themselves were speaking, and as though they were actually living their parts. This naturalness depends mainly upon the cast and director, but the radio writer contributes to it by the way in which he puts his lines on paper, ways which call for the throwing away of practically all rules of writing as learned in school. This sounds easy, and may even have its attractive side to many a radio convert, but digging out these various rules by their roots after they have been nurtured by years of reiteration and precedence calls for a bit of care, observation, and self-criticism of a writer's own work.

As an instance, one Chicago writer was broadcasting a test series over a small station, and while listening in was struck with the fact that the lines sounded deadened. There was no lilt, no feeling of life. In radio parlance, the cast was “reading” its lines instead of living. Rather than wait for remedial measures from the cast and director, the writer decided to see what he could do about it. In looking over his scripts, he saw that his lines were written in the usual way,

RALPH: Marge, hand me that book.

That is, the familiar periods and commas were employed. This gave a slight glimmering of light, for everyone knows that, in reading, the

voice is supposed to drop at a period or comma. The rule has been ingrained in everyone's mind throughout many years of formal schooling, and its practice has become second-nature and entirely unconscious. With this clue, the writer put his lines down a bit differently for his next episode, somewhat as follows:

RALPH: Marge—Hand me that book—

The improvement was noticeable, not only by the author, but by his listening friends, for instead of allowing their voices to drop naturally at a comma or period, the cast sustained them as they had been taught to do at the appearance of a dash.

Another device is the use of contractions—a practice likewise in opposition to usual writing practice. Reading the following two versions of the same line aloud will readily show which sounds the most natural:

- (1) KAY: So that is what your daughter is growing up to be!
- (2) KAY: So that's what your daughter's growing up to be!

Besides *is*, other words that lend themselves to contractions are *not*, *will*, *shall*, *did*, *are* and *have*.

Incomplete sentences, leaving the listener to supply the finish, or incomplete sentences completed by another character, supply other ways of giving naturalness, if not used too frequently:

DR. HAM: Well John—We'll have to get her to a hospital—right away . . . otherwise . . .

JOHN: —She's likely to—to die?

DR. HAM: Exactly. Bear up, old man.

In the example given in Lesson III, certain words were capitalized. This is termed *topping* and indicates that emphasis is to be used in speaking those words. In this way, the sense of the line is brought out. Or it may have been done to promote individuality of characterization. Many authors use underlining instead of caps, but the general feeling seems to be that caps are less distracting in the reading of the script than underlines.

Perhaps the greatest mark of naturalness is *frugality in dialogue*. No embrative example can be given in illustration, for the use of padding words must be watched in every line of dialogue that an author writes. As a hint what to watch out for, the following lines will be helpful. The padding is italicized. Read aloud with and without these words, and you will note the improvement gained by cutting out such padding.

TOM: *Are you going?*

JIM: *Yeah, I think I will.*

TOM: *Well—it's been nice seeing you.*

JIM: Thanks. (FADES) So long.

While the main devices of naturalness have been touched upon above, they by no means

include all the possibilities. Each writer can and should invent new ones to suit his own characters, striving always to approach naturalness and individuality more closely with each script. On the other hand, it is not wise, ordinarily, to go so far in the search for naturalness as to reproduce what would be mistakes in *both* writing and speaking, such as "off of."

For the writer who is just beginning to use his talents in radio, it should be remembered that it just is not possible to adhere to all devices of naturalness in the first draft of a play. This should not be cause for concern. The main objective is first to get the play on paper. Afterwards, it can be gone over, punctuation can be changed, contractions inserted, and padding words cut out. By then listening to it over the air, reading it aloud, or having some acquaintances take the parts and read them from the next room, or any place else, as long as they can be heard without being seen, rapid strides toward perfection are possible.

Reference to any good radio script will disclose the fact that it would be difficult for anyone merely reading the script to visualize the sterling characterization that has been built into the roles. Even the voice directions contained in parentheses before the lines, while they help to give the director an idea of the inflection necessary to bring out the intended meaning and characterization, would still be insufficient. Obviously then, something must be missing from the bare scripts, something that enables a cast to give the characters in the finished play the *nth* degree of perfection.

This missing something is *line interpretation*. Securing it often means that the author of a script sits in at its rehearsal and, in person, gives the highlights of character interpretation that can never be incorporated in the paper-and-ink coldness of a radio continuity. The most successful dramatic shows on the air are those which have made a practice of allowing such cooperation by the authors. Further testimony is the added excellence of some programs wherein the author is also the actual director, or plays one of the lead parts. It is only by this mutual understanding, and the close cooperation between an author, director and cast, that the full value of the author's creative ability is utilized for the benefit of the sponsor.

□ □ □ □

Harry E. Maule, formerly editor for Doubleday, Doran & Co., has joined Random House, Inc., 20 E. 57th St., New York, as joint director, with Saxe Commins, of the editorial department.

□ □ □ □

Louisa M. Alcott was glad to get five dollars for a story before "Little Women" made her famous. Writers often have reason to complain of the rates now paid for material but may console themselves with the reflection that there are now more publications paying 1/2 to 1 cent a word than were then in existence.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS — PUBLISHED QUARTERLY

SEPTEMBER, 1939

The Handy Market List offers, in brief, convenient form, the information of importance to writers concerning periodical markets. Constant vigilance is exercised to keep this quarterly list accurate and up-to-date; it is appreciated when readers call our attention to errors or omissions. The magazines are grouped under classifications designed to assist the writer in locating the markets for specific types of material. A few abbreviations are employed. M-20 means monthly, 20 cents a copy; 2-M, twice monthly; W, weekly; Q, quarterly. Figures indicate preferred word limits. "Acc." indicates payment on acceptance or shortly after; "Pub." indicates payment shortly before or after publication. When specific word rates are not given, "first-class rates" indicates a general average around 5 cents a word or better; "good rates," around 1 cent a word; "fair rates," around ½ cent a word. The parenthetical statement following title of magazine indicates the banner or name of publishing house; "S. & S." stands for Street & Smith; "Macfadden" for Macfadden Publishing Co., etc. The notation "Slow" or "Unsatisfactory" is a warning that delays or non-payment for material have been reported by contributors. It should be obvious that The Author & Journalist can assume no responsibility for the periodicals here listed, but merely publishes the available information for the guidance of readers. Submitted manuscripts should always be accompanied by return postage—preferably by stamped, addressed return envelopes—and copies should be retained as insurance against loss.

A—GENERAL LIST

STANDARD PERIODICALS

America, 329 W. 106th St., New York. (W-10) Articles on topics of current interest affecting Catholics, factual, reasoned, constructive, up to 1800; short modern verse. Rev. Francis Talbot, S.J. \$25 per 2-page article, Pub.

American Hebrew, The, 48 W. 48th St., New York. (W-15) Articles on Jewish affairs, problems; short-stories, Jewish background, American scene. Martin Panzer. ¼c up, photos \$1 up, Pub.

American Magazine, The, (Crowell) 250 Park Ave., New York. (M-20) Short-stories 3500-6000; serials 50,000; short, shorts 1500-1800; mystery novelettes 20,000-25,000; "Vignettes" under 500. Articles usually arranged for. Sumner N. Blossom; Albert Benjamin, fiction Ed. First-class rates, Acc.

American Mercury, The, 570 Lexington Ave., New York. (M-25) Reviews, comments, essays; serious and political articles, short-stories, up to 3000; verse. Eugene Lyons. 3c up, Acc.

American Review, The, 231 W. 58th St., New York. (M-25) Reviews, articles, comment. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)

American Scholar, The, (Phi Beta Kappa) 12 E. 44th St., New York. (W-50) Scholarly, non-technical articles, essays, about 3000; brief accounts of scholarly scientific projects; poems. Wm. Allison Shimer. \$3 to \$4 printed page, shortly after Acc.

Arcadian Life, Caddo Gap, Ark. (Bi-M-15) Short folklore material, especially pertaining to Ozark region. Short pastoral poems. O. E. Rayburn. ½c up, Pub. Verse, prizes only.

Asia, 40 E. 49th St., New York. (M-35) Interpretive articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1000-4000. Oriental fiction; translations. Richard J. Walsh. 2c, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Edward Weeks. Good rates, Acc.

Bandwagon, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires of southwestern flavor. 1000-1500; short verse; photos, cartoons, cartoon ideas. Nell Marie Berry. ¼c up, 10 days after Pub. Photos \$2 up.

Beaver, The, Hudson's Bay Co., Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500, illustrations essential. Alice MacKay. 1c, Pub.

Better Understanding, P. O. Box 453, Palo Alto, Calif. (M-10) Miscellany with hard-of-hearing slant, up to 1200. Harvey Foreman. ¼c, poetry 10c line, jokes 25c, Acc.

Canadian Countryman, 204 Richmond St., W., Toronto, Canada. (W) Adventure short-stories 3-4000. Daniel McKee. Varying rates, Pub.

Canadian Geographical Journal, Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dallyn. ¼c up, Pub.

Christian Century, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Indefinite rates.

Christian Science Monitor, 1 Norway St., Boston. (D-3) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 installments 1200 each; verse, art work, cartoon ideas. \$7 column, Acc. or Pub.

Chuckles Magazine, 535 Fifth Ave., New York. (M-free) Clean, sophisticated cartoons; humorous short-stories, articles, 100-500; laugh-provoking paragraphs; humorous ideas. Norman Robbins. Good rates, Acc.

Coast, The, 130 Bush St., San Francisco. (M-15) Articles on West Coast subjects up to 3500; photos. Innis Bromfield, Edw. Bosley. 1c up, photo series \$20 up, Pub.

College Humor, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.

Collegiate Digest, 323 Fawkes Bldg., Minneapolis, Minn. (W-5) Articles on college subjects 500; photos. Frederick J. Noer. Varying rates, photos \$3, Acc.

Collier's, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short-stories. Wm. L. Cheney. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) (Knights of Columbus) Articles of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.

Commentator, The, 101 Park Ave., New York. (M-25) Articles on current affairs, national and international, 400-4000; personality pieces; occasional humor. Lowell Thomas, Ed.; Chas. S. Payson, Mng. Ed. Good rates, Acc.

Commonweal, The, 386 4th Ave., New York. (W) Catholic review. Timely articles on literature, arts, public affairs, up to 2500; verse up to 16 lines. Philip Burnham, Edw. Skillin, Jr. ¼c, verse 40c line, Pub.

Coronet, (Esquire-Coronet, Inc.) 919 N. Michigan Ave., Chicago. (M-35) High-calibre short-stories, articles appealing to intelligent audience; satirical sketches, lengths 1500-3000, also 375 or 875. Humorous, anecdotal, epigrammatic fillers, 100-275; short verse; artistic photos. Arnold Gingrich. \$100 up per story or article, fillers less, Acc. (Overstocked.)

Cosmopolitan Magazine, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels, non-fiction features. Articles of cosmopolitan interest 2000-4000. Harry Payne Burton. First-class rates, Acc.

Cue, 6 E. 39th St., New York. (W-10) Articles up to 1200 concerned with New York metropolitan and suburban activities, personalities, entertainment. Drawings, photos, occasional witty or satirical verse. Fillmore Hyde. Up to 5c, Acc.

Current Digest, 152 W. 42nd St., New York. (M) Reprint, also original non-fiction articles 1500-2000. Mary Theresa Gronich. Usually no payment.

Current History, 420 Madison Ave., New York. (M-25) Articles on current political, industrial, economic, sociological trends, foreign affairs, personalities, national and international, 2000-3000. Photos, cartoons. M. E. Tracy. 2c, Pub.

Desert Magazine, The, El Centro, Calif. (M-25) Illustrated feature articles from the desert Southwest; hobbies, history, mining, desert homes and gardens, Indians, recreation, personalities, travel, etc., marked human-interest slant. Desert pictures. (Oversupplied with poetry.) Randall Henderson. 1c, photos \$1 to \$3, Acc.

Direction, Darien, Conn. (Bi-M-15) Significant articles, short-stories, 1000-2000, progressive viewpoint. M. Tjader Harris, W. L. River. 1c, Pub.

Elks Magazine, 50 E. 42d St., New York. (M-20) Adventure, romance, Western, mystery, historic short-stories; articles on up-to-date subjects, 5000; cartoons. Coles Phillips. \$100 to \$500, Acc.

Esquire (Esquire-Coronet) 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-3000; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3c to 10c, Acc.

Events, 1133 Broadway, New York. (M-25) Articles by authorities discussing world affairs, 2500-3500. Spencer Brodney. Rates not stated.

Fair Winds, 173 Flske Ave., Westerleigh, S.I., N.Y. (Q-25) Authentic stories of old sailing ships and sailors, harbor views, log books, etc. W. M. Williamson. ¼c, Pub.

Family Herald and Weekly Star, P. O. Box 4005, Place D'Armes Postal Station, Montreal, Quebec, Canada. (W-5) Short-stories. A. E. Whiting. \$4 column, Pub.

Film Fun, (Dell) 149 Madison Ave., New York. (M-10) Jokes, quips, epigrams. Victor Bloom. \$1.50 to \$2, Acc.

Foreign Service, Broadway at 34th St., Kansas City, Mo. (M) Official publication V.F.W. Short-stories of interest to A. E. F. veterans based on fact or personal experience, up to 2500. Barney Yanofsky. 2c up, Acc.

Fortune, Time & Life Bldg., New York. (M-1) Articles with industrial tie-up. 95% staff-written. Some source material purchased. Russell W. Davenport, Mng. Ed.

Forum, 570 Lexington Ave., New York. (M-35) Challenging, controversial, personal-problem articles up to 3000, humor and freshness desirable; verse. Henry Goddard Leach. 2c, Pub.

Free America, 112 E. 19th St., New York. (M-15) Political-economic, agrarian, distributist articles; true experiences on the land up to 2000. George F. Havell. 2c, Pub.

Future, 134 N. LaSalle St., Chicago. (M) Official publication U. S. Junior Chamber of Commerce. Articles up to 2500 wds., on subjects of interest to young men from 21 to 35. Brief achievement stories, with photos, 200. Gag cartoons, cartoon ideas. Felix B. Streycckmans. 1 to 2c, photos \$2, Pub.

Gay Book, 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2000, sex slant; verse 4-24 lines; jokes, skits, cartoon ideas, cartoons, photos. Wm. H. Koford. ½c to 1c, Acc.

- Go, The Magazine of Washington Life**, 1624 H St., N.W., Washington, D. C. (2-M) Gay, humorous sketches, articles, Washington background, up to 2000. Art work, cartoons, local photos. Jay Randolph. 2c, Pub.
- Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.
- Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000-7000; serials up to 60,000; verse. Lee F. Hartman. First-class rates, Acc.
- Hobbies**, 2810 S. Michigan Ave., Chicago. (M-25) Material on hobbies, largely staff-written.
- Host**, 404 4th Ave., New York. (Q) Articles on sports, food, liquor, radio, parties, games, simple magic, tied in with home entertainment. Stress seasonal angle. Frank Caspers. Indefinite rates, Pub.
- Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000-2000; Isaac Rosen-garten, \$3 M., poems \$1 up, Pub. (Unsatisfactory.)
- Leatherneck**, Marine Barracks, 8th and I Sts., Washington, D. C. (M-25) Marine corps adventure short-stories, 3000-6000. 1c, (\$50 maximum), Acc.
- Liberty**, (Macfadden) Chinin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000- to 5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates, Acc.
- Lu-Lu**, (Sun Pubs.) 529 S. Clark St., Chicago. (M) Jokes, skits, anecdotes, humorous miscellany up to 2000; cartoon ideas, A. J. Gontier, Jr. 1/2c up, jokes 50c, Pub.
- Maclean's**, (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.
- Menorah Journal**, The, 63 5th Ave., New York. (Q-51) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.
- Nation**, The, 55 5th Ave., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. 1/2c, Pub.
- National Geographic Magazine**, 1156 16th St., N. W., Wash- ington, D. C. (M-50) Official journal National Geographic So- ciety; articles on travel and geographic subjects; photographs. Gilbert Grosvenor. First-class rates, Acc.
- National Jewish Monthly**, The, 1003 K St., N.W., Washing- ton, D. C. (M-15) Short-stories, articles, essays, Jewish inter- est, 1000-3000. Edward J. Grusd. 1c, Pub.
- New Masses**, 461 4th Ave., New York. (W-15) Economic, sociological articles, progressive, anti-fascist; proletarian short- stories, sketches, poems, cartoons. No payment.
- New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated articles on New Mexico; rarely short-stories. George Fitz- patrick, \$10 to \$15 per article, Pub. Verse, no payment.
- New Republic**, The, 40 E. 49th St., New York. (W-15) Ar- ticles on current social, political, economic questions 1500-2500; sketches of character background 1000; short-stories 1500; excep- tional verse. Bruce Bliven. 2c, Acc.
- New Yorker**, The, 25 W. 43rd St., New York. (W-15) Short- stories and humor 400 to 2000; factual and biographical material up to 2500; cartoons, cartoon ideas. Good rates, Acc.
- Night Life**, 49 W. 45th St., New York. (M-15) Articles, short-stories, editorials, miscellany devoted to smart, so- phisticated night-life entertainment and society. Alfred B. Stenzel. Indefinite rates, Pub.
- North American Review**, The, 420 Madison Ave., New York. (Q-51) Short-stories 6000-8000; articles, essays, poetry. 2c, Pub.
- Our Army**, 11 Park Place, New York, N. Y. (M-25) Stimulat- ing controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army back- ground. Carl Gardner. Up to 1/2c, Pub.
- Our Dumb Animals**, 180 Longwood Ave., Boston, Mass. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson. 1/2c up, poems \$1 up, Acc.
- Our Navy**, 1 Hanson Pl., Brooklyn, N. Y. (2M-25) Articles on modern naval subjects 2000-4000; action naval short-stories; photos. Varying rates, Pub.
- Outwitting Handicaps**, Alfred St. P. O., Box 96, Detroit, Mich. (Bi-M) Articles on achievements, rehabilitation of handicapped persons, up to 2000. Harry E. Smithson. 3/4 to 1/2, Acc.
- Opinion**, 122 E. 42nd St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. Dr. Stephen S. Wise. 1c, Pub.
- Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter, Ed., Edward Lawson, Mng. Ed. No payment.
- Pacific Geographic Magazine**, (Pacific Overseas Society) Kohl Bldg., San Francisco, Calif. (M) Accurate descriptive material with photos on Pacific area. Clarence W. Martin. Indefinite rates.
- Philippine Magazine**, 217 Dasmarias St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine, Far- Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.
- Popular Psychology Guide**, (Astro Dist. Corp.) 67 W. 44th St., New York. (Bi-M-25) Inspirational articles 1000-1200. Maxine Smith. 3/4c, Pub.
- Psychology**, (Lex. Pubs.) 381 Fourth Ave., New York. (M-25) Psychological or inspirational articles, personal experience stories up to 1500. E. Field. Rates by arrangement; payment after Pub. (Very slow.)
- Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short- stories, serials, complete novels, novelettes, feature articles. Edwin Balmer. First-class rates, Acc.
- Rotarian**, The, 35 E. Wacker Drive, Chicago. (M-25) Author- itative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.
- Railroad Magazine**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including electric lines, 1500-14,000. Railroad poetry, masculine appeal, no wrecks. Query on fact articles. Freeman H. Hubbard. 1/4c up, verse 25c line, true tales 1c, Acc.
- Reader's Digest**, Pleasantville, N. Y. (M-25) Digests of pub- lished articles; occasionally buys original articles. Good rates, Acc.
- Saturday Evening Post**, The, (Curtis) Independence Sq., Phila- delphia. (W-5) Articles on timely topics 3000-5000; short-stories 4000-6000; serials up to 90,000; lyric and humorous verse; skits, cartoons. Wesley Winans Stout. First-class rates, Acc.
- Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous arti- cles, satire. B. K. Sandwell. 3/4 to 1c, photos \$2-\$3, Pub.
- Southern Review**, Louisiana State Univ., University, La. (Q-75) Articles of literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.
- Spur**, The, 515 Madison Ave., New York. (M-50) Illustrated articles on sport, travel, art, personalities, leisure interests of the well-to-do, up to 2000, usually on assignment. Arthur Edwin Krows. Average, 2c, Pub.
- Story**, 432 4th Ave., New York. (Bi-M-40) Distinctive short- stories, "novelettes." Whit Burnett, Martha Foley. Moderate rates, Pub.
- 10 Story Book**, (Sun Pubs.) 529 S. Clark St., Chicago. (M-25) Iconoclastic, unusual, bizarre, short-stories up to 5000. Harry Stephen Keeler. Fair rates, Acc.
- This Week**, (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure; romantic, mystery short- stories 1500-4000; short illustrated articles on popular science, adventure, sports personalities, inspirational, human essays, 1000-2000; fillers 200-300; cartoons. Mrs. William Brown Meloney. First-class rates, Acc.
- Toronto Star Weekly**, The, 80 King St. W., Toronto, Canada. (W-10) Feature articles, Canadian and general appeal, 2500- 3000, with photos; short-stories of general interest: love, mys- tery, sport, adventure themes 2000-5000; novels about 51,000; serials 12-40,000 (1st installment 5-7000, rest 3-3500); short shorts 200-2000. A. H. Newman, fiction Ed.; H. C. Clarke, article Ed. Varying rates, Acc.
- Town and Country**, 572 Madison Ave., New York. (M-50) Articles with photos on personalities, travel, sports, topical events, satire, unusual subjects and places, 1000-3000. Harry A. Bull. Varying rates, Acc.
- Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illus- trated travel, exploration, adventure articles 1500 to 5000; pho- tos. Coburn Gilman. 1c, \$3 to \$5 per photo, Pub.
- Virginia Quarterly Review**, 1 West Range, Charlottesville, Va. (Q-75) Exceptional literary, scientific, political essays 3000-5000; little verse. Lawrence Lee. Indefinite rates.
- Yale Review**, Box 1729, New Haven, Conn. (Q-51) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.
- Yankee**, Dublin, N. H. (M-25) Short-stories up to 2500, arti- cles, essays, 1200-2500; fillers, photos, all of Yankee flavor. Robb Sagerdorph. 1c, Acc. or Pub.
- Your Life**, The Popular Guide to Desirable Living, 354 4th Ave., New York. (M-25) Inspirational, helpful articles on liv- ing, 1200-2500; verse; fillers. Douglas Lurton. First-class rates, Acc.
- Your Personality**, 354 4th Ave., New York. (M-25) Inspira- tional articles on successful living. Douglas Lurton. Good rates, Acc.

WOMEN'S AND HOME MAGAZINES

- American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.
- Cameo**, 56 Sparks St., Ottawa, Canada. (M-15) Feature ar- ticles on fashions, 1000-1500. Harrison B. Williams. 1c up, photos \$3 to \$10, Acc.
- Canadian Home Journal**, 73 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women 2500. W. Dawson. Good rates, Acc.
- Catholic Woman's World**, The, Monroe, Mich. (M-25) Entertaining (not pietistic) short-stories 2000-3000, novelettes 5000-10,000; serials 20-40,000; domestic, feature articles 1500- 3000. Florence E. Cox. 1/4 to 3c, Pub.
- Chatelaine**, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of love, married-life problems parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc.
- Fan Fare**, 200 Bush St., San Francisco, Calif. (Bi-W-free) Short-stories 1000-4000; feature articles of interest to women, hobby subjects with pictures, 1200. 3/4 to 1/2c, Pub.
- Glamour**, (Conde Nast) 420 Lexington Ave., New York. (M-15) Articles on Hollywood and fashions, usually staff prepared.
- Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000; serials. Feature articles, verse. W. F. Bigelow. 5c up, Acc.
- Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Short- stories. George Davis. Good rates, Acc.
- Holland's**, The Magazine of the South, Main and 2d Sts., Dal- las, Tex. (M-10) Articles of interest to Southern women 1000- 1500; love, outdoor, domestic short-stories 4000-5000; serials 60,000-80,000; verse. Claude Wier. 1/4c up, photos \$2 up, Acc.
- Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-20) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 30,000. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.
- Independent Women**, 1819 Broadway, New York. (M-15) Ar- ticles expressing woman's viewpoint on social and economic matters, business and professional women's problems, 1200- 2000. Verse 2-5 stanzas, jokes, art work. Winifred Willson. \$10-\$35 per article, verse \$2-\$3, Pub.

Ladies' Home Journal, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000-5000; short-stories 5000-7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

Mademoiselle, (S. & S.) 1 E. 57th St., New York. (M-25) Short-stories of smart young women, ages 17-30, 1500-3000; articles up to 2500; light, brisk, personality sketches; cartoons. Betsy Talbot Blackwell, 2c, \$50 per short-story, Acc.

Mayfair, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins, 1c, Pub.

McCall's Magazine, (McCall) 230 Park Ave., New York. (M-10) Serials, complete novels, short-stories, short-story articles (850 wds.) Otis L. Wiese. First-class rates, Acc.

Mothers Home Life, Winona, Minn. (M-5) Short-stories of interest to small-town and country families, 2500-3000, articles 500-1000. D. Leicht. Low rates, Pub.

National Home Monthly, (Home Pub Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) illustrated feature articles; short-stories, 3500-6000; novelettes, serials 40,000-60,000; verse. L. E. Brownell. Good rates, Acc.

Parents' Magazine, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, homemaking, etc. 2000-2500. Clara Savage Littlefield, 1 to 1½c, Acc.; jokes, recipes, childhood and teen-age problems, \$1 each, Pub.

Vogue, Incorporating Vanity Fair, (Conde Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, etc., 1500-2000; photos. No poetry, no fiction. Edna W. Chase. Good rates, Acc.

Woman's Home Companion, (Crowell) 250 Park Ave., New York. (M-10) Women's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

ALL-FICTION OR "PULP" MAGAZINES

GENERAL ADVENTURE

Adventure, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield, 1½c up, fillers 1c, Acc.

Adventure Novels and Short Stories, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Western, adventure, detective short-stories, novelettes, up to 15,000. A. J. Sundell. ¼ to 1½c, Pub.

Argosy, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-25,000; serials up to 75,000 (installments 10,000-12,000). George W. Post. Good rates, Acc.

Blue Book, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes, serials. Real-experience contests. Donald Kennicott. Good rates, Acc.

Doc Savage Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Action-adventure short-stories about 4000, American heroes, any locale. John L. Nanovic. 1c up, Acc.

Five Novels, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery novels 15,000-20,000, love interest. F. A. McClesney. 1½c, Acc.

Golden Fleece, (Sun Pubs.) 538 S. Clark St., Chicago. (M-20) Historical adventure short-stories 2500-7000; novels up to 24,000; unusual historical fact fillers up to 200. A. J. Gontier, Jr. C. G. Williams. ¾c up, Acc.

Jungle Stories, (Fiction House) 461 8th Ave., New York. (Q-20) Adventure short-stories, novelettes of the African jungles. Malcolm Reiss. 1c up, Acc.

Short Stories, 9 Rockefeller Plaza, New York. (2-M-25) Adventure, mystery, outdoor short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000; fillers 50-500. True adventures up to 1000. Dorothy McIlwraith. Good rates, Acc.

Thrilling Adventures, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. director. 1c up, Acc.

12 Adventure Stories, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Adventure short-stories. Harry Widmer, ¾c, Acc. (Stocked at present.)

DETECTIVE—CRIME—MYSTERY—GANGSTER

Ace G-Man Magazine, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-Men. Rogers Terrill, Ed. director; Moran Tudury, Ed. 1c, Acc.

Avenger, The, (S. & S.) 79 7th Ave., New York. (M-10) Complete novel by arrangement. Fast-paced, modern short-stories, detective heroes. John L. Nanovic. 1c up, Acc.

Black Book Detective, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Material arranged for on assignment. Leo Margulies, editorial director. ¾c, Acc.

Black Mask, (Warner) 515 Madison Ave., New York. (M-15) Realistic, convincing, natural, action fiction in crime-detective field, likable, he-man heroes; all lengths, short shorts to novelettes, up to 15,000. Fanny Ellsworth. Good rates, Acc.

Bull's Eye Detective, (Fiction House) 461 8th Ave., New York. (Q-20) Detective-mystery short-stories, plenty of atmosphere, 2000-6000; novelettes 9-20,000. Malcolm Reiss. 1c, Acc.

Clues-Detective Stories, (S. & S.) 79 7th Ave., New York. (M-10) Fast-paced, lively detective stories, woman interest, strong menace, unusual conditions; short-stories up to 5000; novelettes 8-25,000. John L. Nanovic. 1c up, Acc.

Complete Detective, (Red Circle) 330 W. 42d St., New York. (Bi-M) Detective short-stories, novelettes. Robert O. Erisman, ½ to 1½c, Acc.

Crime Busters, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories, novelettes up to 15,000, dealing with conflict between the law and underworld. John L. Nanovic. 1c up, Acc.

Detective and Murder Mysteries, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-10) Action and intrigue; cleverly plotted short-stories and novelettes. A. J. Sundell. ¾c up, Acc.

Detective Fiction Weekly, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-7000; novelettes 10,000-25,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000. Charles Ingerman. Good rates, Acc.

Detective Novels, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective novels, 25,000; short-stories. Leo Margulies, editorial director. ¾c, Acc.

Detective Short-Stories, (Red Circle) 330 W. 42d St., New York (Bi-M-10) Detective short-stories up to 7000. Robert O. Erisman. ¼ to 1½c, Acc.

Detective Story Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories 2500-5000; novelettes up to 25,000. Hazlett Kessler. 1c up, Acc.

Detective Tales, (Popular) 205 E. 42nd St., New York. (M) Emotional short-stories, crime background, up to 4000; detective-mystery-menace novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1½c up to 3000, 1c up over 3000, Acc.

Detective Yarns, (Blue Ribbon) 60 Hudson St., New York. (Bi-M) Detective short-stories, novelettes. A. J. Sundell. ¾c up, Pub.

Dime Detective Magazine, (Popular) 205 E. 42d St., New York. (M-20) Mystery, action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.

Double Detective, (Munsey) 280 Broadway, New York. (M-15) Mystery, crime, detective short-stories 1000-7000, novelettes 10,000-13,000. Novels 35,000. Preston Grady. Good rates, Acc.

G-Men, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of F.B.I. 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

Operator No. 5, (Popular) 205 E. 42d St., New York. (M-20) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, Ed. director; Moran Tudury, Editor. 1c, Acc.

Phantom Detective, The, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

Popular Detective, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000; short novels up to 20,000. Leo Margulies, ¾c, Acc.

Private Detective, (Trojan) 125 E. 46th St., New York. (M-15) Not in the market.

Secret Agent "X", (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective, G-man short-stories. Harry Widmer. ¾c up, Acc. (Stocked at present.)

Shadow Magazine, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500-6000, detective or police heroes. John L. Nanovic. 1c up, Acc.

Spider, The, (Popular) 205 E. 42nd St., New York. (M-10) Short-stories up to 5000 of volunteer crime fighters. Novel arranged for. Rogers Terrill, Ed. director; Moran Tudury, Editor. 1c up, Acc.

Strange Detective Mysteries, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Bizarre mystery-detective short-stories up to 6000, novelettes 9-10,000, novels 15,000. Rogers Terrill, Ed. Dir.; Willard Crosby, Ed. 1c up, Acc.

Ten Detective Aces, (Ace Mags.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories 1500-5000, novelettes 10-12,000, woman interest welcome. Harry Widmer. 1c, Acc. or shortly after.

10-Story Detective, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Short-stories 3000-5000, novels 10-12,000. Harry Widmer. ¾c up, Acc.

Thrilling Detective, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

Thrilling Spy Stories, (Thrilling) 22 W. 48th St., New York. (Q-10) Spy short-stories, novelettes. Leo Margulies. Good rates, Acc.

Top Notch Detective, (Red Circle) 330 W. 42d St., New York. (Bi-M-10) Detective short-stories, novelettes. Robert O. Erisman. 1c to 1½c, Acc.

Variety Detective, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective short-stories 3000-5000, novelettes 10,000. Harry Widmer. ¾c, Acc.

WESTERN; MALE INTEREST

Ace High, (Popular) 205 E. 42nd St., New York. (M-10) Fast-action old-west adventure short-stories up to 6000, novelettes 11,000, novels 18,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

Action-Packed Western, (Blue Ribbon) 60 Hudson St., New York. (M-15) Western short-stories, novelettes, novels. Cliff Campbell. ½ to 1½c, Pub.

Action Stories, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Swift moving Western short-stories, novelettes, novels. Malcolm Reiss. 1c up, Acc.

All Western, (Dell) 149 Madison Ave., New York. (Q) Western short-stories 4000-7000, novelettes; verse. Florence McClesney. 1½c, Acc.

Best Western, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Western action short-stories, 2000-6000, novelettes 8000-10,000. Robert O. Erisman. ½ to 1½c, Acc.

Big Book Western, (Popular) 205 E. 42nd St., New York. (M-15) A few short stories 5000. Western novelettes 10,000; novels 30,000; Western fact articles 1000. Rogers Terrill, Ed. director; David Manners, Ed. ¾c, Acc.

Blue Ribbon Western, (Blue Ribbon) 60 Hudson St., New York. (M) Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c, Pub.

Complete Northwest, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest. Mounted, logging, mining, 2000-15,000; novels 20-40,000. A. J. Sundell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Complete Western Book, (Red Circle) 330 W. 42d St., New York. (M-15) Western short-stories 5000-7500; novels 60,000. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Dime Western Magazine, (Popular) 205 E. 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; girl interest, realistic characterization. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.

Double Action Western, (Blue Ribbon) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes 20-15,000; novels 20,000-40,000. Cliff Campbell, $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

44 Western, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Western short-stories 4000-6000, novelettes 9000-15,000. David Manners, 1c up, Acc.

Frontier Stories, (Fiction House) 461 8th Ave., New York. (Q-20) Western historical short-stories, novelettes, fact stories, preferably of covered-wagon days. Malcolm Reiss, 1c up, Acc.

Lariat Story Magazine, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, colorful stories, ranch-and-range locale, good woman interest 10,000. Malcolm Reiss, 1c up, Acc.

Masked Rider Western, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novels arranged for on assignment. Leo Margulies, editorial director. $\frac{1}{2}$ c, Acc.

Popular Western, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Western short-stories 1000-7000; novelettes 8000-10,000; short novels up to 15,000. Leo Margulies. $\frac{1}{2}$ c, Acc.

Quick-Trigger Western Novels, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Western novelettes, novels. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Range Riders, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novels on assignment; short-stories 1000-6000. $\frac{1}{2}$ c, Acc.

Real Western, (Blue Ribbon) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Pub.

Red Seal Western, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Western short-stories 5000, novelettes 10-12,000. Harry Widmer. $\frac{1}{2}$ c up, Acc.

Smashing Western, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-10) Fast-action, dramatic, emotional Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Pub.

Star Western Magazine, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000; novels 18,000. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.

Sure Fire Western, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Western short-stories, novelettes 10-15,000. Harry Widmer. $\frac{1}{2}$ c up, Acc. (Stocked at present.)

10 Story Western, (Popular) 205 E. 42nd St., New York. (M-10) Dramatic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, Ed. director; David Manners, Ed. 1c up, Acc.

Texas Rangers, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies, 1c up, Acc.

Thrilling Western, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies, 1c up, Acc.

Top-Notch Western, (Red Circle) 330 W. 42d St., New York. Western novelettes, short-stories. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Two-Gun Western, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Western novelettes 10,000-15,000. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Variety Western, (Ace Mags) 67 W. 44th St., New York. (M-15) Western short-stories 3000-5000, novelettes 12,000. Harry Widmer, $\frac{1}{2}$ c, Acc.

West, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novels arranged for on assignment. Leo Margulies, editorial director. $\frac{1}{2}$ c, Acc.

Western Aces, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Emotional Western short-stories up to 5000; novelettes 10,000 and 15,000, with strong human interest—range, outlaw, mines, etc. Harry Widmer. $\frac{1}{2}$ c up, Acc. or shortly after.

Western Action, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Dramatic Western short-stories, novelettes, 2000-15,000, novels 20,000-40,000. Cliff Campbell, $\frac{1}{2}$ c to $\frac{1}{4}$ c, Pub.

Western Fiction, (Red Circle) 330 W. 42nd St., New York. (Q-15) Western short-stories, 3000-7000; novelettes 20,000. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Western Novel and Short Stories, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Western short-stories 5000-7000; novelettes 10,000-20,000; novels 60,000. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Western Short Stories, (Red Circle) 330 W. 42nd St., New York. (Q-10) Western short-stories up to 7000. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Western Story Magazine, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 25,000; serials up to 65,000, 12,000 word installments. John Burr. Good rates, Acc.

Western Trails, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western action short-stories up to 5000; novelettes, Harry Widmer. $\frac{1}{2}$ c up, Acc. or shortly after.

Western Yarns, (Blue Ribbon) 60 Hudson St., New York. (Bi-M) Western short-stories, novelettes, Cliff Campbell. $\frac{1}{2}$ c, Pub.

Wild West Stories and Complete Novel Magazine, (Red Circle) 330 W. 42d St., New York. (Bi-M-10) Western short-stories, novels. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Wild West Weekly, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories 3000-5000, novelettes 10-12,000; novels 20,000; 6-part serials up to 60,000. F. L. Stebbins, Jr. Good rates, Acc.

SPORT

Ace Sports, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) All sports, college and pro, 3 months in advance of season. Shorts 5000 or less, novelettes 10-12,000; strong character conflict. Harry Widmer. $\frac{1}{2}$ c up, Acc. or shortly after.

Athlete, (S. & S.) 79 7th Ave., New York. (M-15) Short-stories 5000-6000, novelettes 10,000-12,000. Query on fact articles 4000-6000. Charles Moran. Good rates, Acc.

Best Sports, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Blue Ribbon Sports, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Bull's Eye Sports, (Fiction House) 461 8th Ave., New York. (Q-20) Sport short-stories 3000-6000, novelettes 10-15,000. Malcolm Reiss, 1c, Acc.

Champion Sports, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Short-stories up to 5000, novelettes 10-12,000; fillers, Harry Widmer. $\frac{1}{2}$ c up, Acc. (Stocked at present.)

Complete Sports, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Sport short-stories, novelettes. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Dime Sports, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton. 1c up, Acc.

Fight Stories, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes, Malcolm Reiss, 1c up, Acc. (Overstocked except on current-interest ring articles.)

Popular Sports, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7000-8000; one short novel each issue, 15,000. Mature angle, slight woman interest allowed. Leo Margulies, 1c up, Acc.

Real Sports, (Red Circle) 330 W. 42d St., New York. (M-15) Sport short-stories, novelettes. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Sports Action, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Sport short-stories 4000-7000. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Sports Fiction, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Sports Novels, (Popular) 205 E. 42d St., New York. (Bi-M-10) Sport novelettes 10,000; short-stories 5000-6000; fact articles 3000. Wm. Fay. 1c up, Acc.

Sport Story Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Competitive sport short-stories up to 5000; novelettes 10-12,000. (Query on serials and articles.) Charles Moran. Good rates, Acc.

Sports Winners, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Ten Story Sports, (Blue Ribbon) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Thrilling Sports, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies, 1c up, Acc.

12 Sports Aces, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Sport short-stories 3000-5000, novelettes 10,000. Harry Widmer. $\frac{1}{2}$ c, Acc.

WAR-AIR-AIR-WAR

Aces, (Fiction House) 461 8th Ave., New York. (Q-20) Air short-stories, novelettes, novels. Malcolm Reiss, 1c up, Acc.

Air Stories, (Fiction House) 461 8th Ave., New York. (Q-20) Aviation short-stories, novelettes, novels. Malcolm Reiss, 1c up, Acc.

Dare-Devil Aces, (Popular) 205 E. 42d St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay, 1c up, Acc.

G-8 and His Battle Aces, (Popular) 205 E. 42d St., New York. (M-10) Closed market. Wm. Fay.

Lone Eagle, The, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling war-air and modern air short-stories 1000-6000. Leo Margulies, Ed. director. 1c up, Acc.

Sky Aces, (Ace Mags.) 67 W. 44th St., New York. (Q-15) Not now in market for MSS. Herb Powell.

Sky Fighters, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling air-war short-stories 1000-6000, novels 15,000. Leo Margulies, Ed. director. 1c up, Acc.

Wings, (Fiction House) 461 8th Ave., New York. (Q-20) War-air novelettes 15,000. Malcolm Reiss, 1c up, Acc.

SUPERNATURAL-WEIRD-HORROR

Dime Mystery, (Popular) 205 E. 42nd St., New York. (M-10) Thrills, fantastic detective-mystery action in novels 17,000; novelettes 9000-10,000; short-stories up to 5000; love interest. Rogers Terrill, Ed. director; Loring Dowd, Ed. 1c up, Acc.

Eerie Mysteries, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Weird, eerie short-stories, novelettes, $\frac{1}{2}$ c up, Pub. (Stocked at present.)

Horror Stories, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, Ed. Dir.; Loring Dowd, Ed. 1c up, Acc.

Mystery Tales, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Horror-mystery short-stories, novelettes; beautiful heroines, lustful villains. Robert O. Erisman. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Acc.

Strange Stories, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Weird, uncanny short-stories, novelettes. Leo Margulies, Ed. director. $\frac{1}{2}$ c, Acc.

Terror Tales, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, Ed. director; Loring Dowd, Ed. 1c up, Acc.

Thrilling Mystery, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Query on 20,000-word lead novels. Leo Margulies. 1c up, Acc.

Uncanny Tales, (Red Circle) 330 W. 42d St., New York. (Bi-M) Sex-horror short-stories, novelettes. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Weird Tales, 9 Rockefeller Plaza, New York. (M-15) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 40,000; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

SCIENCE FICTION—FANTASY

Amazing Stories, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-20) Science-fiction short-stories 2000-5000; novelettes 10-12,000; novels 15-30,000; non-fiction science articles 500-1500. R. G. Davis. 1c up, Acc.

ASTOUNDING Science Fiction, (S. & S.) 79 7th Ave., New York. (M-20) Science-fiction short-stories up to 6000; novelettes 10-12,000 and 15-18,000; serials 24-60,000. John W. Campbell, Jr. 1c up, Acc.

Famous Fantastic Mysteries, (Munsey) 280 Broadway, New York. (M-15) Largely reprint but anxious to consider original weird, fantastic, science short-stories, novelettes, 4000-12,000. Good rates, Acc.

Fantastic Adventures, (Ziff-Davis) 608 S. Dearborn St., Chicago. (Bi-M-20) Pseudo-scientific short-stories 2500-6000; novelettes 10-12,000, 15-20,000. B. G. Davis. 1c up, Acc.

Future Fiction, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Pseudo-science, fantasy short-stories, novelettes. 1/2c up, Pub.

Marvel, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Sex-horror stories with future science or fantastic background 2000-10,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Science Fiction, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Pseudo-science short-stories, novelettes. 1/2c up, Pub.

Startling Stories, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length science-fiction novels, short-stories. Leo Margulies, Ed. director. 1/2c up, Acc.

Thrilling Wonder Stories, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Pseudo-scientific adventure stories up to 10,000. Leo Margulies. 1c up, Acc.

Unknown, (S. & S.) 79 7th Ave., New York. (M-20) Short-stories, novelettes, novels, of pure fantasy. Off-trail verse up to 16 lines. John W. Campbell, Jr. 1c up, Acc.

WESTERN LOVE FICTION

North West Romances, (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc., short-stories and novelettes with romantic flavor. Malcolm Reiss. 1c up, Acc. (Overstocked.)

Ranch Romances, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10,000-12,000; novels 25,000-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

Rangeland Romances, (Popular) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint 5000, novelettes 9000; novels 15,000, articles 1000. Rogers Terrill, Ed. director; William Crosby, Ed. 1c up, Acc.

Romance Round-up, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western love short-stories 3000-5000, novelettes 10-12,000. Harry Widmer. 1/2c up, Acc.

Romantic Range, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 3000-5000, novelettes 8500-10,000; novels 12,500-15,000. Marion E. Millhauser. 1c up, Acc.

Thrilling Ranch Stories, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 20,000; mostly girl's viewpoint. Leo Margulies. 1c up, Acc.

Western Romances, (Dell) 149 Madison Ave., New York. (Q) Western love short-stories; novelettes 10-18,000. Florence McChesney. 1 1/2c, Acc.

ROMANTIC LOVE

All Story Love Tales, (Munsey) 280 Broadway, New York. (W-10) Romantic fiction based on emotional conflict; short-stories 4000-7000; novelettes up to 12,000; short serials 25,000-30,000. Miss Amita Fairgrieve. Good rates, Acc.

Complete Love, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1/2c, Acc.

Love Book Magazine, (Popular) 205 E. 42d St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell. 1 to 2c, Acc.

Love Fiction Monthly, (Ace Mags.) 67 W. 44th St., New York. (M-10) Plausible, well-written love short-stories 2000-7000; strongly dramatic novelettes 8000-12,000. Romantic verse. Rose Wyn. 1c up, verse 25c line, Acc.

Love Romances, (Fiction House) 461 8th Ave., New York. (Q-20) Romantic short-stories, novelettes. Malcolm Reiss. (Overstocked.)

Love Story Magazine, (S. & S.) 79 7th Ave., New York. (W-10) Modern love short-stories 3000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

Popular Love, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Smart, sophisticated love short-stories, from girl angle. 1000-6000, novelettes 8000-10,000. Leo Margulies. 1c up, Acc.

Romantic Love, (Blue Ribbon) 60 Hudson St., New York. (Bi-M) Third person love short-stories, novelettes up to 15,000. Lois Allen. 1/2 to 1c, Pub.

Sweetheart Stories, (Dell) 149 Madison Ave., New York. (M-10) Modern young love short-stories, strong conflict, 1500-5000; novels 25,000-30,000, novelettes 10,000-20,000; serials 40,000-50,000. Jeanne Hale. 1 to 1 1/2c, Acc.

Ten Story Love, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1c up, Acc.

Thrilling Love Magazine, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

Variety Love, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1/2c, Acc.

SEX FICTION

Breezy Stories, 55 W. 3rd St., New York. (M-15) Love short-stories with sex interest 4000-5000; novelettes 8000-10,000. Phil Painter. 1c, Pub. (Slow.)

Spicy Adventure Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventure short-stories involving girls and love up to 5000. Lawrence Cadman. 1c, Acc.

Spicy Detective Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong girl interest. Lawrence Cadman. 1c, Acc.

Spicy Mystery Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (Bi-M-25) Mystery short-stories with girl interest 2500-5500, eerie and terror angles. Lawrence Cadman. 1c, Acc.

Spicy Western Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (Bi-M-25) Western short-stories, up to 5000, realistic girl-love interest. Lawrence Cadman. 1c, Acc.

Stocking Parade, The, (Arrow Pubs.) 125 E. 46th St., New York. (M) Clever, sexy short-stories, 2500-3500, short shorts 1000; fictionalized articles up to 2500; verse, jokes, fillers. Fair rates, Pub.

TRUE CONFESSION

Love and Romance, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories 1500-7500; serials 15,000-35,000. Henry Lieferant. 2 to 4c, Acc.

Modern Romances, (Dell) 149 Madison Ave., New York. (M-10) First-person real-life short-stories up to 7500; 3 and 4-part serials 6000-7500 per installment; short shorts under 3000; book-lengths 18-20,000; true letters 1000; frequent contests for big cash prizes. Helen J. Day. 2c, Acc.

Personal Romances, (Ideal) 122 E. 42d St., New York. (M-15) First-person romances, confession type, glamorous background, 2000-5000, novelettes 6000. Ruth L. Baer. 1c, Acc.

Popular Romances, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Dramatic, sensational first-person love stories 1000-10,000. Leo Margulies, Ed. Dir. 1/2c, Acc.

Real Life Story, (Fawcett) 1501 Broadway, N. Y. (M) First-person, confession short-stories, serials, accent on biographical details. Miss Beatrice Lubitz, Supervising Ed. 1 1/2 to 3c, Acc.

Romantic Story, (Fawcett) 1501 Broadway, New York. (M-10) First person, confession short-stories, strong romantic-sex angles 4000-7000, serials up to 15,000, articles 3000-4000; short shorts 1000-2500. Miss Beatrice Lubitz, Supervising Ed. 1 1/2 to 3c, Acc.

Secrets, (Ace Mags.) 67 W. 44th St. New York. (M) Dramatic, first-person stories from real life. Shorts 3000-6000, novelettes 15,000. Rose Wyn. Up to 2c, Acc.

Thrilling Confessions, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sensational, real life, first-person love stories 1000-8000. Leo Margulies, Ed. director. 1c, Acc.

True Confessions, (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories 4500-6000, based on sex and romance problems; novelettes 20,000, serials up to 15,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz. 1 1/2 to 3c, Acc.

True Experiences, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

True Romances, (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

True Story Magazine, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp. 2c, Acc.

TRUE DETECTIVE

Actual Detective, 731 Plymouth Ct., Chicago. (M-15) Fact detective stories of crimes involving women. H. A. Keller. 2c, Acc.

Crime Confessions, 11 E. 44th St., New York. (M) First-person stories by persons involved in current crimes, 3000-5000; particularly convicted women criminals. Lionel White. 1 1/2c, photos extra, Acc.

Crime Detective, 11 E. 44th St., New York. (M-25) Fact detective stories, current human emotion, sex angle 3000-5000; pictures dealing with crime. Lionel White. 1 1/2c, Acc.

Daring Detective, (Country Press) 1501 Broadway, New York. (M-15) All types dramatic fact crime stories with photos up to 5000; must have woman interest; love crimes, triangles, etc. Leonard W. Diegre. 2c up, Acc., photos \$3, Pub. Query.

Dynamic Detective, (Country Press) 1501 Broadway, New York. (M-10) All types dramatic fact crime stories with photos up to 5000. Leonard W. Diegre. 2c up, Acc., photos \$3, Pub. (Query.)

Fact Detective Stories, (Fact Mags.) 480 Lexington Ave., Suite 933, New York. (Bi-M-15) Authentic fact detective, crime articles, with photos, 500-20,000. G. Grey. 1/2c up, Acc.

Fact Spy Stories, (Fact Mags.) 480 Lexington Ave., Suite 933, New York. (Bi-M-15) Authentic fact spy and espionage articles, with photos if possible, 500-20,000. G. Grey. 1/2c up, Acc.

Front Page Detective, (Dell) 149 Madison Ave., New York. (M-10) True stories of detective investigations, preferably under official by-lines; strong woman and mystery elements necessary. Hugh Layne. 2c, photos \$3, Acc.

Headline Detective, (Dell) 149 Madison Ave., New York. (M-10) True stories with pictures involving crimes of passion up to 5000. Good mystery angle necessary. Official by-line preferred. West F. Peterson. 1 1/2c, photos \$3, Acc.

Inside Detective, (Dell) 149 Madison Ave., New York. (M-20) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. W. A. Swanberg. 2c up, photos \$3 up, Acc.

Master Detective, The, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.

Official Detective, 731 Plymouth Ct., Chicago. (M) True detective crime-detection stories under official by-line 5000-7000; photos. H. A. Keller. 2c, Acc.

Real Detective, 250 Park Ave., New York. (M-25) True illustrated crime stories; 5000-6000; authenticated exposures. Arthur Mefford. 1½c, photos \$2 to \$3, Acc. Buys very few outsider stories.

Startling Detective Adventures, (Country Press) 1501 Broadway, New York. (M-15) All types dramatic true detective stories, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. Leonard W. Diegre. 2c up, Acc, photos \$3, Pub., cartoons \$5, Acc. (Query.)

True, (Country Press) 1501 Broadway, New York. (M-25) Sensational, illustrated articles of wide general interest. First and third person fact detective stories, exposes of vice and graft, tales of high adventure, some sex; must be accompanied by photographs, 1000-5000. Wm. Corcoran. 1½c to 2c, photos \$3, Acc.

True Detective Mysteries, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shuttleworth. Basic rate 2c, photos \$2 to \$5, Acc.

Undercover Detective Stories, 1614 N. Broad St., Philadelphia. (M) Illustrated fact-fiction detective stories 1500-5000; filters on crime topics 50-250. Send synopsis first. J. Clark Samuel. Indefinite rates, Acc.

RURAL—AGRICULTURAL

BROAD GENERAL APPEAL

* **Capper's Farmer**, Topeka, Kan. (M) Authenticated experience articles on farming 300-800; jokes. Ray Yarnell. 1c up, jokes \$1, Acc.

Country Gentleman, (Curtis) Independence Sq., Philadelphia. (M-5) Short-stories up to 6000; serials 65,000; articles 2000-3500; articles for women; humorous sketches; jokes. Philip S. Rose. First-class rates, Acc.

Country Guide and Nor' West Farmer, Winnipeg, Manitoba, Canada. (M-5) First and second rights to serials 50-80,000, short-stories 2500-4500, with rural appeal. Girl's page items, household photos; cartoons, cartoon ideas; occasional verse. Amy J. Roe, household Ed. ½c up, Acc.

Country Home Magazine, The, (Crowell) 250 Park Ave., New York. (M-5) Short-stories with or without farm backgrounds, young love, detective, adventure, man and woman appeal, 5000-7000, short shorts 1500-2000. Articles of national importance and human interest to farm families, cartoons. Hubert Kelley. First-class rates, Acc.

Farm Journal and Farmer's Wife, Washington Square, Philadelphia. (M-5) Agricultural articles with photos 300 to 600; novelettes 15,000. Arthur H. Jenkins. 2c up, fiction 5c up, Acc.

Progressive Farmer, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories. Southern appeal, 1500-4000, (submit to Dallas, Tex., office, 1105 Insurance Bldg.), Eugene Butler. 2c, Pub. (Overstocked.)

Rural Progress, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with rural appeal 2500-3500; jokes, art work, cartoons. Glenn Frank. Good rates, Pub.

Southern Agriculturalist, Nashville, Tenn. (M-5) Articles, short stories, especially Westerns, 800-4000; miscellany of Southern rural interest; photos, cartoons, cartoon ideas, children's stories. J. E. Stanford. Fair rates, Acc.

Successful Farming, (Meredith) Des Moines, Ia. (M-5) Agricultural articles, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1½c up, verse 25c line, Acc.

REGIONAL FARM MAGAZINES

In general the farm periodicals require material relating to farm interests, preferably relating to their territory or specialty. Rates average \$5 to \$10 per article, usually on publication.

American Agriculturist, Public Savings Bank Bldg., Ithaca, New York.

California Cultivator, 317 Central Ave., Los Angeles.

Canadian Horticulture and Home Magazine, Oshawa, Ont., Canada.

Dakota Farmer, 1216 S. Main St., Aberdeen, S. D.

Farm & Ranch, 3306 Main St., Dallas, Tex.

Farmer, The, 55 E. 10th St., St. Paul, Minn.

Farmer Magazine, The, 73 Richmond St., W., Toronto, Canada. (M)

Farmer-Stockman, 500 N. Broadway, Oklahoma City, Okla.

Indiana Farmer's Guide, Huntington, Ind.

Kansas Farmer, 8th and Jackson St., Topeka, Kans.

Michigan Farmer, 1632 Lafayette Blvd., Detroit, Mich.

Missouri Ruralist, 8th and Jackson Sts., Topeka, Kans.

Nebraska Farmer, 1400 "P" St., Lincoln, Nebr.

Ohio Farmer, 1013 Rockwell Ave., N. E., Cleveland, O.

Pacific Northwest Farm Trio (Washington Farmer, Oregon Farmer, Idaho Farmer) 404 Review Bldg., Spokane, Wash.

Pacific Rural Press, 83 Stevenson St., San Francisco.

Pennsylvania Farmer, 7301 Penn Ave., Pittsburgh, Pa.

Prairie Farmer, 1230 W. Washington Blvd., Chicago.

Rural New Yorker, 333 W. 30th St., New York, N. Y.

Southern Farmer, 12 N. Lawrence St., Montgomery, Ala.

Wallace's Farmer & Iowa Homestead, 1912 Grand Ave., Des Moines, Ia.

Western Farm Life, 1520 Court Pl., Denver, Colo.

Wisconsin Agriculturist & Farmer, 1125 6th St., Racine, Wis.

HORTICULTURAL—LIVE STOCK—ETC.

American Fruit Grower, 1370 Ontario St., Cleveland, O.

American Poultry Journal, 536 S. Clark St., Chicago.

Breeders' Gazette, Spencer, Ind.

Dixie Farm & Poultry Journal, 110 7th Ave., N., Nashville, Tenn.

Electricity on the Farm, 24 W. 40th St., New York.

Everybody's Poultry Magazine, Hanover, Pa.

Hatchery Tribune, Mt. Morris, Ill.

Hoard's Dairyman, Fort Atkinson, Wis.

National Livestock Producer, 160 N. La Salle St., Chicago.

Poultry Item, Sellersville, Pa.

MISCELLANEOUS

ASTROLOGY—OCCULTISM

American Astrology Magazine, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

Astrology Guide, (Astro Dist. Corp.) 67 W. 44th St., New York. (Bi-M-25) Astrological material. ½ to 1c, Pub.

Everyday Astrology, (Thrilling) 22 W. 48th St., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

Horoscope, (Dell) 149 Madison Ave., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

International Astrology Magazine, 122 E. 42nd St., New York. Articles on astrological subjects. David Lee Norman. Payment by arrangement.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult subjects, metaphysics, true occult and psychic experiences, 500-1500. Effa Danielson. No payment.

Occult Guide, (Astro) 67 W. 44th St., New York. (Bi-M-25) Occult articles 1200-1500. Oliver T. Johnson. ½ to 1c, Pub.

Student Astrologer Magazine, (H. K. Fly) 30 Irving Pl., New York. (M-25) Astrological articles, staff written; contributions welcome. No payment.

Telepathy Magazine, 1221 E. 55th St., Chicago. (M) Articles on telepathy, scientific, occultism, up to 2000; fillers; verse. Miss Marie Harlowe. "Poor pay."

Today's Astrology, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. ½c, Pub.

True Mystic Science, 402 Corn Exchange Bldg., Minneapolis, Minn. (M-25) Articles on mystic and occult subjects, up to 5000, accompanied by photos, when possible. Query preferred. C. A. Randall, Mng. Ed. 1c up, Acc.

AVIATION

Air Trails, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories; air articles 2000-3000. C. B. Colby. 1c up, Acc.

Aviation, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. S. Paul Johnston. Good rates, Pub.

Flying Aces, (Ace Mags.) 67 W. 44th St., New York. (M-15) Dramatic air articles and experience features 1500-3000, with illustrations; aviation jokes, aero verse up to 8 lines; newsy air photos. Herb Powell. 1c; photos \$1, Pub.

Popular Aviation, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Popularized, accurate non-fiction aviation feature articles, any phase of present-day aviation; must have good photos, 2500. Also seeking "scoop" photos. B. G. Davis, Ed.; Max Karant, Mng. Ed. 1 to 2c, Acc.

Sportsman Pilot, The, 515 Madison Ave., New York. (M) Articles on all phases of private aviation 1500-2500. Charles H. Gale. 1c, Pub.

BOATING

Motor Boat with which is combined Power Boating, 63 Beekman St., New York. (M-20) Articles of interest to boat owners. Gerald T. White. ½ to 3c, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

DANCING

American Dancer, 250 W. 57th St., New York. (M-25) Feature articles on the dance, interviews with famous people in the dance field, 1000-1500. Ruth Eleanor Howard. 1c, Pub.

Dance, 49 W. 45th St., New York. (M-25) Articles on dance-teaching and stage, 1200; news items. Prefers query. Paul R. Milton. 1c, Pub.

EDUCATIONAL

Better English, 152 W. 42nd St., New York. (M-25) Articles on Better English (speech correction from physicians only), 1500-2500. Lily Sunshine Levey, associate Ed. Low rates, Pub.

Grade Teacher, The, (Educ. Pub. Corp.) Darien, Conn. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. ½c, Pub.

Industrial Arts and Vocational Education, 540 N. Milwaukee St., Milwaukee, Wis. (M except July & Aug.-35) Vocational articles. John J. Metz. ½c, Pub. (Overstocked.)

Instructor, The, (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics and school cafeteria management for teachers and by teachers 1500-2000. Jessie A. Knox. ½c, Pub.

School Activities, Topeka, Kans. (M-25) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. ¼c, Pub.

Vocational Trends, (Science Research Associates) 600 S. Michigan Ave., Chicago. (M-25) Factual articles on industrial and occupational trends for young people up to 2000, no "think" pieces; pictures, cartoon ideas. Lyle M. Spencer. 1c, Pub.

HEALTH—HYGIENE—PHYSICAL

Facts of Life, The, 99 Hudson St., New York. (M-25) Articles dealing with venereal disease, marriage, divorce, childbirth, etc., preferably from the medical profession, 2000 up. \$15 per article, Pub.

For Married People Only, (Astro) 67 W. 44th St., New York. (Bi-M-25) Articles solving marital problems 1500. Dr. L. Pelman. ½ to 1c, Pub.

Hygeia, The Health Magazine, 535 N. Dearborn St., Chicago. (M-25) Articles with health angle, verse, photos, cartoons. Dr. Morris Fishbein. 1c up, Pub.

Industrial Medicine, 540 N. Michigan Ave., Chicago. (M-50) Material on occupational diseases, traumatic surgery. A. D. Cloud, Mng. Ed. 1c, Pub.

Know Yourself (combining Your Body), (Gernsback). 99 Hudson St., New York. (Bi-M-25) Discussions of sex, domestic, personal problems, avoiding technicalities. Hugo Gernsback. 1/2 to 1c, Pub.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M. A. 1/2c up, photos \$3. Pub.

Physical Culture, (Macfadden) 122 E. 42nd St., New York. (M-25) Health articles, self-told adventures in health, personal problems, happiness, power of achievement, 3-5000; 12-15,000; Ann Gurley. Good rates, photos \$3 to \$5. Acc.

R. N., a Journal for Nurses, Rutherford, N. J. (M-controlled) Articles, factual or human-interest, pertaining to nursing, 1000-1500. Dorothy Sutherland, Mng. Ed. 3/4c up, Pub.

Sex Guide, (Astro Dist. Corp.) 67 W. 44th St., New York. (Bi-M-25) Informative, scientific articles on sex and life conduct, 1000-1500. 1/2c, Pub.

Sexology, (Gernsback) 99 Hudson St., New York. (M-25) Medical, psychological articles preferably by physicians. Frank Leighton Wood, M.D. 1/2 to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 500 to 2800. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

HOME—GARDENING—BUILDING—LANDSCAPING

American Home, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Varying rates, Pub.

Arts and Decoration, (Robt. M. McBride) 116 E. 16th St., New York. (M-35) Articles, essays, dealing with distinctive homes; the arts, entertainment, decorating, furnishing, household equipment; photos, art work; witty editorials on indoor living. Mary Fanton Roberts, editor. Varying rates, Pub.

Better Homes & Gardens, (Meredit) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Frank McDonough. 2c up, usual photo rates, Acc. "Whims and Hobbies" squibs with proof, \$2 each, Pub.

Canadian Homes & Gardens, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Home and garden articles up to 2000, photos. Canadian interest only. J. Herbert Hodgins. 1c, Pub.

Country Life, 1270 6th Ave., New York. (M-50) Illustrated gardening, sports, interior decorating, country estates, travel articles 1500-2000; good photos essential. Peter Vischer. Varying rates, Pub.

Home Desirable, The, 75 E. Wacker Dr., Chicago. (M-controlled) Articles on home modernization through plumbing and heating 900; short how-to-do items; cartoons, photos. Human interest features for family. Louise M. Comstock. 1 1/2c, Pub.

House and Garden (Comle Nast) 420 Lexington Ave., New York. (M-35) Home decoration, gardening, landscape, unusual travel and architectural articles. Richardson Wright. Good rates, Acc.

House Beautiful Combined with Home and Field, (Hearst) 572 Madison Ave., New York. (M-35) Articles on home-building, planning, decorating, furnishing, gardening (illustrated preferred) 1500-1800; fillers, art work, photos. K. K. Stowell. Good rates, Acc.

Sunset, 576 Sacramento St., San Francisco. (M-10) News items, photos, about Pacific Coast gardens, foods, home building, modernization, travel, outdoors, up to 500; personalities; how-to-do and how-to-make Western outdoor material, all from Westerners only. Walter Doty. Moderate rates, Pub.

MOTORING

Automobile & Trailer Travel, 35 E. Wacker Dr., Chicago. (M) Articles for automobile and trailer tourists. Karl Hale Dixon. Rates not at hand.

Motor Topics, 22 E. 12th St., Cincinnati, O. (M) Query on short illustrated articles of interest to motorists. N. R. Meyer. \$5 printed page, Pub.

Studebaker Wheel, The, Studebaker Corporation, South Bend, Ind. (M) Short illustrated articles of general interest to the motorist. Walker G. Everett. Good rates, Pub.

MUSICAL

Diapason, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

Down Beat, 608 S. Dearborn St., Chicago. (M-15) Technical matter, feature stories not to exceed 2000 slanted toward professional musicians; news flashes, new ideas, cartoons and photos, (candid especially) on modern dance music and dance bands. Carl Cons, Mng. Ed.; Dave Dexter, associate. 1/4c up, Pub.

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 300-2500; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

Jacobs' Orchestra Monthly, also **Jacobs' Band Monthly,** 120 Boylston St., Boston. (M) Educational articles for school and community orchestras and bands. Arthur C. Morse. Indefinite rates.

Metronome, 119 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. Indefinite rates, Pub.

Musical Forecast, 891-3 Union Trust Bldg., Pittsburgh, Pa. (M-20) News items of interest to musicians. David H. Light. \$1 per column, Pub.

Swing, 1707 Fisher Bldg., Detroit, Mich. (M-15) Articles in popular music, personality sketches, 1000-1500, with photos; cartoons. J. B. Johnson, Jr. \$5 per article, photos \$1. (Overstocked.)

Up Beat, 608 S. Dearborn St., Chicago. (M-10) Technical matter, articles up to 1200, feature material of music activity in schools, colleges, business houses, churches. Slanted toward amateur musicians. Semi-classic and symphonic music featured more than popular dance music. Photos, cartoons. Carl Cons, Mng. Ed.; George Oveson, associate. 1/2c up, Pub.

OUTDOOR—HUNTING—FISHING—TRAPPING FORESTRY

Alaska Sportsman, The, Ketchikan, Alaska. (M-15) True stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. 1/4c, Pub.

American Forests, 919 17th St., N.W., Washington, D. C. (M-35) Articles on trees, forests, outdoor recreation, travel, exploration, 2500; outdoor photos. Ovid Butler. 1c up, Acc.

American Rifleman, The, 1600 Rhode Island Ave., Washington, D.C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

Field and Stream, (Warner) 515 Madison Ave., New York. (M-15) Illustrated camping, fishing, hunting articles, 2500-3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by authorities; true Indian and frontier stories 2000-2500. A. V. Harding. 3/4c up, Acc.

H-T-T Outdoorsman, 386 E. 4th St., Columbus, O. (M-15) Fur-farming, fishing, trapping, hunting-dog, big-game articles, outdoor photos. Otto Kuechler. 1/2c, Acc.

Hunting and Fishing, 275 Newbury St., Boston. (M-5) Articles on conservation, hunting, fishing, camping, skeet, 1000; short-stories 750; occasional short poems; fillers 100-150; action photos. O. H. P. Rodman. 1c up, photos \$3, Pub.

National Sportsman, 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons. H. G. Tapply. Varying rates, usually Acc.

North American Trapper, P. O. Box 663, Charleston, W. Va. (M) Practical articles on hunting, fishing, trapping, fur farming, up to 2500 (preferably around 1500); photos, cartoons, outdoor verse. Charley Roy West. 1/4 to 1c, photos 25c up, Acc.

Outdoor Life, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000; also kinks, shorts, etc. Raymond J. Brown. Up to 10c, photos \$3 up, Acc.

Outdoors Magazines, 729 Boylston St., Boston. (M-15) Articles on outdoor life.

Pacific Sportsman, 580 Market St., San Francisco. (M-15) Articles on tennis, golf, yachting, hunting and fishing, amateur sports, 700-3000, Pacific Coast writers only; news items, photos. William W. Paul. Varying rates, Pub.

Rocky Mountain Sportsman, (Waterman Pub. Co.) 1644 Welton St., Denver, Colo. (M-15) Articles on all phases of outdoor sports in Rocky Mountains, photos, cartoons. Joseph Emerson Smith. 1/4 to 1c, photos \$1, Pub. (Overstocked.)

Southern Sportsman, P. O. Box 16, Austin, Tex. (M-10) Southern hunting and fishing articles 1000-3500. J. Austell Small. Small payment, Acc.

Sports Afield and Trails of the Northwoods, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c, Acc. or Pub.

Western Skier, 221 Lloyd Bldg., Seattle, Wash. (W-10) Technical skiing articles, skiing short-stories, up to 1000; art work, cartoons. Walter Stevenson. 1/4 to 1c, Pub.

PHOTOGRAPHY

Camera Craft, 425 Bush St., San Francisco, Calif. (M) Articles on technical and artistic aspects of photography for advanced amateurs 1500-2500; good photos necessary. George Allen Young. 1/2c up, \$1 per illustration, Pub.

Camera, The, 153 N. 7th St., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. 1/2c, Acc.

Everyday Photography, 67 W. 44th St., New York. (M-15) Articles with photos slanted to help amateur photographers, up to 2000; exposure data must accompany photos. Cartoon ideas. Thomas A. Blanchard. 1 1/2c, photos \$3 up, Pub. Query first.

Good Photography, also **Photograph Handbook,** (Fawcett) 1501 Broadway, New York. (2 issues each year, 50c) Articles of interest to amateur photographers, good illustrations. Robert Hertzberg. Good rates, kinks \$3, Acc.

Minicam—The Miniature Camera Monthly, 22 E. 12th St., Cincinnati. (M-25) Helpful, step-by-step instructive articles on photography, with or without illustrations. Query. Will Lane. 1c up, photos \$3 up, Acc.

Photo Technique, (McGraw-Hill) 330 W. 42nd St., New York. (M-50) Non-technical photography articles up to 2000, photos. Keith Henney. 1 1/2c, photos \$5 up, Pub.

Pictures, The **Snapshot Magazine,** 343 State St., Rochester, N. Y. (M-free) Amateur snaps, all subjects; no "candid" shots; no enlargements. Wyatt Brummitt. \$3, Acc.

Popular Photography, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Unusual articles on photography 1000-2500, semi-technical features, photographic success stories, how-to-make-it; brief articles 100-750, striking photos. B. G. Davis. 1 to 2c up, photos \$3-\$5, Acc.

United States Camera Magazine, 122 E. 42d St., New York. (Bi-M-50) Articles on photography; photos. Phillip Andrews. \$25 to \$100 per feature, Pub.

PICTURE MAGAZINES

Click, 400 N. Broad St., Philadelphia, Pa. Photos, cartoons. Photo series; noteworthy persons. Emile Gauvreau. \$5 per picture, Pub.

Life, Time and Life Bldg., New York. (W-10) Photos of national and world news events, human-interest picture series, cover photos, photo fillers. \$5 up, Acc.

Look, Des Moines, Ia. (Bi-W-10) Photos of intense human interest and action. Vernon Pope. \$5 up, Acc.

Peek, (Bilbara) 122 E. 42d St., New York. (Bi-M-10) Humorous photos. Adrian Lopez. Indefinite rates, Pub.

"Pic," 153 W. 15th St., New York. (Bi-W-10) Photos on sport, Hollywood and Broadway. Charles Payne, A. L. Holmes. \$5 per print, Pub.

RELIGIOUS—ETHICAL—HUMANITARIAN

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories 2800-3000; series 15-20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Wholesome juvenile adventure short-stories, serials. Rev. P. J. Carroll, C.S.C. \$5 page (700 wds.), poems \$5, Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy, 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. 1/2c, Acc. 1c, Pub. (Overstocked.)

Christian Advocate, The, (Methodist Book Concern) 740 Rush St., Chicago. (W-10) Religious, outdoor, rural, missionary short-stories, articles, essays, 1200; verse. T. Otto Nail, 1/2c, Acc.

Christian Herald, 419 4th Ave., New York. (M-25) Interdenominational religious, sociological articles 2500; short-stories 2000; serials 50,000; verse, 2 or 3 stanzas. Daniel A. Poling, 1c, Pub. (Overstocked.)

Cradle Roll Home, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (Q) Articles for parents of preschool age children 150-800, fact items. No MSS. purchased during July. Aug. Agnes Kennedy Holmes. 1/2c, Acc.

Improvement Era, The, 50 N. Main St., Salt Lake City, Utah. (M-20) General magazine of Mormon Church. Short-stories 750-2000, wholesome, conventional. General and moral essays 500-2000. Poetry up to 30 lines. Photos. Richard L. Evans. 1/2c, verse 12 1/2c, Pub.

Light, 405 Bergen St., Brooklyn, N. Y. (M-20) Religious articles for Catholics and non-Catholics; short-stories, up to 2000, verse. William J. E. Clark, 1c, Pub. (Slow.)

Living Church, The, 744 N. Fourth St., Milwaukee. (W-10) Short illustrated articles on religious and social subjects. Episcopal viewpoint, 1000-2000. Occasional short-stories 2000, religious theme. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

Lookout, The, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1750-2000; wholesome short-stories 1750-2000, serials up to 10 chapters, 1750-2000 each. Photos, upright, 8x10, scenic, human interest. No poetry. Guy P. Leavitt. 1/2c, photos \$3 to \$5, one month after Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

Messenger of the Precious Blood, Carthagenia, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S. 1/2c, verse 25c line, Acc.

Messenger of the Sacred Heart, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse, Rev. Charles J. Mullaly, S.J. Good rates, Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (Q) Catholic articles 1500-2500, short-stories 2000-3000. Joseph A. Skelly, C.M. 1/2c, Pub. (Overstocked.)

Queen's Work, The, (Jesuit Fathers) 3742 W. Pine Blvd., St. Louis, Mo. (M-10) Catholic short-stories, articles, 1200 to 2500; photos; cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Pub.

St. Anthony Messenger, (Franciscan Fathers) 1615 Republic St., Cincinnati. (M) Catholic family magazine. Feature articles on accomplishments of contemporary Catholic personages, institutions, preferably with photos 2500-3000; short-stories with Catholic slant, 2000-3000. Rev. Hy Blocker, O.F.M. 1c up, Acc. Occasional poetry, 25c line.

Sign, The, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C. P. 1c, Pub.

Sunday School Times, 325 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 1/2c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. 1/2c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence 1000-1500; also on peace. About 1/2c, Pub.

Unity, also Weekly Unity, 917 Tracy Ave., Kansas City, Mo. (M and W) Christian metaphysical articles 1500 to 2500; verse. Charles Fillmore. 1c up, verse 25c line up, Acc.

Your Faith, (Macfadden) 122 E. 42nd St., New York. (M-15) Articles on religious experience 1500. L. M. Hainer. Good rates, Acc.

SCIENTIFIC—POPULAR SCIENCE—NATURE—MECHANICS

Homecrafts and Hobbies, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. 1/2 to 1c, Pub. (Unsatisfactory.)

Home Craftsman, The, 115 Worth St., New York. (Bi-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

Mechanix Illustrated, (Fawcett) 1501 Broadway, New York. (M-10) News shorts describing inventions, labor-saving devices, household gadgets, etc., with photos having human-interest appeal. Robert Hertzberg. 2c, photos \$3 up, Acc.

Model Airplane News, 551 5th Ave., New York. (M-20) Model airplane construction articles 2000. 1c, Pub.

Modelmaker, Wauwatosa, Wis. (Bi-M-25) Hobby articles on live steam models and other model engineering subjects, up to 2000. A. C. Kalmbach. 1/2c, Pub.

Natural History Magazine, 79th St. and Central Park, New York. (M) Popular articles up to 5000 on natural science, exploration, wild life; photo series. Edward M. Weyer, Jr. 1 1/2c, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1000-2000; fillers with pictures 100 to 400, short verse. R. W. Westwood. 1 to 3c, Acc. (Query.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 300-1500; fillers up to 250. L. K. Weber. 1c to 10c; photos \$5 up, Acc.

Popular Science Monthly, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c; photos \$3 up, Acc.

Radio News, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Feature articles, briefs, 300-3000, relating to technical radio, television; amateur activities; servicemen's problems; photos. B. G. Davis. 1/2 to 1c, Acc.

Science & Mechanics, 800 N. Clark St., Chicago. (Bi-M-15) All depts. handled by staff specialists. V. D. Angerman.

Scientific American, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering. O. D. Munn. Varying rates, Acc.

SPORTS (COMPETITIVE)—RACING—HORSES

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. Clifford Bloodgood. 1/2c, Pub.

Golf, 52 Vanderbilt Ave., New York. (7 times yr.—25c) Golf articles, short-stories, articles, photos, cartoons on golf, fillers. Richard E. Lauterbach, Mng. Ed. 2c, Pub.

National Bowlers Journal and Billiard Revue, 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, lawn bowling; short-stories; photos; news items; cartoons. H. G. Deupree. 1c, Pub.

Rider and Driver, The, 342 Madison Ave., New York. (M-35) Articles on horses, racing, etc. Samuel Walter Taylor. Good rates, Pub.

Scholastic Coach, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

Turf and Tanbark, Time & Life Bldg., New York. (M-25) Amateur horsemen and racing short-stories 1500-2000. Illustrated feature articles; jokes, photos, cartoons. M. H. M. Burghley. 1c, Acc.

THEATRICAL—MOTION PICTURE—RADIO
"FAN" MAGAZINES

Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

Greater Show World, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. 1/2c, Pub.

Hollywood Magazine, (Fawcett) 1501 Broadway, New York. (M-5) Film articles on assignment; fillers, photos. Llewellyn Miller. Liberal rates, Acc.

Modern Screen, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

Movie Humor, (Lex Pubs.) 381 4th Ave., New York. (M) M. R. Reese. Fair rates, Pub.

Motion Picture Magazine, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800-2500. Larry Reid. Good rates, Acc.

Movie Mirror, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Good rates, Acc.

Movies, (Ideal) 122 E. 42d St., New York. (M-10) Photos of motion-picture interest. Mrs. May C. Kelley. 1c, Pub.

Movie Story Magazine, (Fawcett) 1501 Broadway, New York. (M-10) Fictionizations of current motion pictures on assignment. Dorothy Hosking.

National Tattler, The, 73 Adelaide St., W., Toronto, Ont., Canada. (Bi-M-10) Theatrical articles; articles on love, exposures of rackets, 600; theatrical news items, girl and theatrical photos. Al Palmer. 1/2c, Pub.

Photoplay, (Macfadden) Chanin Bldg., New York. (M-25) Motion picture articles; serials. Ernest V. Heyn. Good rates, Acc.

Picture Play Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Motion-picture fan articles 1500-2000, usually on assignment. Murial Babcock. Good rates, Acc.

Radio Mirror, (Macfadden) Chanin Bldg., New York. (M) Radio fan features on stars and programs. Fred R. Sammis. Good rates, Acc.

Screen & Radio Weekly, Detroit Free Press, Detroit, Mich. (W-10) Short short-stories, screen and radio backgrounds, 1000-1500. James Hosking. \$50 per story, Acc.

Screen Book, (Fawcett) 1501 Broadway, New York. (M-10) Short news articles on popular screen favorites usually on assignment. William C. Hartley. Liberal rates, Acc.

Screenland, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

Screen Romances, (Dell) 149 Madison Ave., New York. (M-10) Fictionization of picture plays, by assignment. A. F. Delacorte, E. Van Horne. Rates by arrangement, Acc.

Silver Screen, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Fan material about movie stars and pictures; photos. Lester C. Grady. First-class rates, Pub.

Theatre Arts Monthly, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-35) Articles on theatrical and associated arts 1800-2500; news items; photos. Edith J. R. Isaacs. 2c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

B—BUSINESS AND TRADE PUBLICATIONS

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations, 1c, Pub.

American Business, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-35) Buys frequent concrete examples of business success in manufacturing, wholesale, financial fields; especially interested in office and accounting short cuts. Query. Eugene Whitmore, \$35 and up for 2000 words, Pub.

Bankers' Magazine, 185 Madison Ave., New York. (M-50) Authoritative bank management articles. Robin E. Doan. ½c up, Pub.

Bankers' Monthly, 536 So. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative business and financial articles 500-2500. George E. Shea, Jr. Indefinite rates, Acc.

Better Letters in Business, 4416-18 Elston Ave., Chicago. (M-20) Articles on outstanding sales letters, collection letters, direct mail advertising, broadsides, folders, enclosures, blotters, postcards, etc. Frank C. Petrine, 1c up, Pub.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone, 2 to 3c, Acc.

Commerce, 1 N. La Salle St., Chicago. (M-25) Invites queries on feature business articles. Alan Sturdy. Rates variable.

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems of manufacturers and jobbers. Chester H. McCall, 1c, Pub.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Pub.

How to Sell, 168 N. Michigan Ave., Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800-4000. R. C. Remington, ½ to 1½c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with the stories about people successful in direct selling, 1200. M. E. Siegel, ½ to 1c, photos \$1, Pub.

Mail Order Journal, 62 W. 45th St., New York. (M-10) Case histories, fact stories about mail-order and direct mail business, 600. A. E. Calver, 1c, Pub. (Query.)

Nation's Business, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

Opportunity, 620 N. Michigan Ave., Chicago. (M-10) Inspirational and biographical features with broad human interest and inspirational appeal; fillers. Geo. F. Peabody, ½c up, Pub.

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also **Printer's Ink Monthly**-25) Advertising and business articles G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

Purchasing, 11 W. 42d St., New York. (M-15) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinritz. Indefinite rates.

Sales Management, 420 Lexington Ave., New York. (2-M) Articles on marketing, national scope, signed by executive. Buys little. Raymond Bil, 1 to 3c, Pub.

Savings Bank Journal, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. Harold M. Sherman, 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley, ½ to 1c, Pub.

Specialty Salesman, Oak Park, Ill. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles; human-interest short-stories, fact success articles of direct salesmen, 350 to 1800. H. J. Bligh. ½c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial relations and training of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercook, 1c, Acc.

Western Advertising, 564 Market St., San Francisco. (2M-20) Not in market. Ramsey Oppenheim, 1 to 2c, Pub.

TRADE JOURNALS

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ½c up, Pub.

Air Conditioning and Refrigeration News, 5229 Cass Ave., Detroit, Mich. (W-20) Informative articles on servicing refrigerating machines, successful ideas for promoting and selling electrical appliances and air conditioning installations; news; human-interest photos. George F. Taubeneck. 6c line, Pub.

Air Conditioning—Oil Heat, 232 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners and air conditioning. A. E. Coburn. 30c inch, Pub. (Overstocked.)

American Artisan, 6 N. Michigan Ave., Chicago. (M-25) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

American Baker, The, 118 S. 6th, Minneapolis. (M-10) Articles on baking innovations; examples of good merchandising. ½c up, Acc.

American Builder and Building Age, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

American Camera Trade, 22 E. 12th St., Cincinnati. (M-25) News of camera dealers secured by regular correspondents, 500-2500. Robert P. Parker. ½c up, Pub.

American Druggist, 572 Madison Ave., New York. (M-25) Pictorial features on retail drug-stores operation, up to 500. Harold Hutchins. 1½c, Acc.

American Hairdresser, 205 W. Wacker Dr., Chicago. (M-35) Items of unusual interest to beauty shops; advertising; promotional schemes, etc. Hazel L. Kozlay. 1c, Acc.

American Horologist, 3226 E. Colfax Ave., Denver. (M) Illustrated articles, 500-1000, pertaining to horology, watch and clock repair service, unusual creations and happenings, historical material. Orville R. Hagans. ¼c, Acc.

American Ink Maker, 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

American Lumberman, 431 S. Dearborn St., Chicago. (Bi-W) New merchandising ideas used by building dealers, 500-750. E. C. Hole. \$3.50 column, Pub.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

American Painter & Decorator, 3713 Washington Blvd., St. Louis, Mo. (M-20) Accurate, technical and semi-technical "how" articles on unusual decorating jobs, up to 800, photos. Query. George Boardman Perry. Up to 1c; photos, amateur, up to \$1, professional, \$2, Pub.

American Paper Merchant, 2009 Conway Bldg., Chicago. (M-35) News and features regarding paper merchants, P. A. Howard, publisher; Blaine S. Britton, Mng. Ed. ½c up, Pub.

American Perfumer—Cosmetics—Toilet Preparations, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. Wm. Lambert. Indefinite rates, features, Acc.; news, Pub.

American Press, The, 225 W. 39th St., New York. (M-10) Success stories of newspapermen, problems of small-town newspaper production. Donald W. Robinson. Indefinite rates, Pub. (Not buying at present.)

American Printer, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specifications. L. B. Siegfried. 1c up, Pub.

American Roofer, 425 4th Ave., New York. (M-25) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. Bernard Sachs. Payment on arrangement.

American Shade & Awning News, St. Louis Ave., Ft. Worth, Tex. (M-Free) Short articles on Venetian blind plant operations, ideas on blind installations, etc. Tom Murray. 20c col. inch, Pub.

Autobody and Reconditioned Car, 15 E. 8th St., Cincinnati. (M-20) Trade stories on commercial bodies, passenger bodies, painting, car appearance reconditioning, illustrated with photos, drawings. Elmer J. Murray. ¼c, Pub.

Automatic Heat & Air Conditioning, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.

Automobile Digest, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles, write-ups of ideas of interest to independent service garage men, to improve service business, stimulate trade, reduce operating costs, 500-1500. J. A. Ahlers. Rates according to merit, Acc.

Automobile Trade Journal, Chestnut and 56th, Philadelphia. (M-25) Car dealer activities, auto racing, auto photos. Frank P. Tighe. 2c, Pub.

Automotive News, 2751 E. Jefferson Ave., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 40c inch, photos \$1.50, Pub.

Automotive Merchandising, 97 Horatio St., New York. (M) Articles of interest to car dealers, garage, service stations, independent shops, up to 2000. Photos. Stanley P. McMinn. 1c, Pub.

Automotive Service, New Center Bldg., Detroit. (M) Picture trade publication devoted to interests of dealers' service departments. Geo. M. Slocum.

Bakers' Helper, 330 S. Wells St., Chicago. (Bi-W-15) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

Bakers Review, 330 W. 42nd St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)

Bakers Weekly, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.

Bar & Grill Journal, 105 W. 40th St., New York. (M-20) 800-1200 word merchandising features on outstanding bars, taverns, cafes and restaurants with photos. Philip Slowe. ½c up, Pub.

Barrel & Box & Packages, 431 So. Dearborn St., Chicago. (M-25) Articles and news items dealing with manufacture and use of wooden containers up to 3000. Frank Coyne. 25c inch, Pub.

Beauty & Barber Shop Supplier, 741 N. Milwaukee St., Milwaukee, Wis. (M-25) Illustrated articles on merchandising ideas used by wholesale firms supplying beauty and barber shops, 800-1000. Must be confined strictly to wholesale trade. Photos imperative. Emil J. Blacky. 1c, Pub.

Beer Distributor, 43 E. Ohio St., Chicago. (M) Success-method stories of beer wholesalers east of Rockies 500-1000, with illustrations. R. H. Hopkins. \$10-\$20 per article.

Black Diamond, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. ½c up, Pub.

Bookbinding & Book Production, 50 Union Square, New York. (M) News of book printing and bookbinding trade. Query on features. D. M. Glixon. ½c to 1c, Pub.

Boot & Shoe Recorder, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

Brake Service, 31 N. Summit St., Akron, Ohio. (M) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. John M. Pittenger. 1c, Pub.

Brewer and Dispenser, 403 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.

Brewers' Journal, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. David B. Gibson. Indefinite rates, Pub.

Brewery Age, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.

- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. J. M. Lange, Mng. Ed. 1c up, Pub.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M-30, Jan. \$3.00) News of lumber and building supply dealers, 100 wds. max.; reports of conventions; 200-300 word articles for departments; "Practical Aids to Profits," and "Yard Kinks." John H. Van Devanter, Jr. 40c inch, Pub.
- Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks, 34c, Acc. News items, first 100 words 2c, bal. each item 1/4c, Pub. (Query.)
- Carpet Trade Review**, 1170 Broadway, New York. (M-25) Trade articles on exhibits, merchandising, etc., of floor fabrics in leading retail outlets. John Regan, 34c, Pub.
- Casket & Sunnyside**, 487 Broadway, New York. (M-25) Query on management interviews with morticians. 34c, Pub.
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. R. Newcomb, 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles. G. M. Lebar, About 1 1/4c, Pub.
- Cleaning & Dyeing World**, 972 Lexington Ave., New York. (M) Technical articles on cleaning and dyeing; sales, promotion and merchandising articles of trade. Geo. B. Webster, 34c, Pub.
- Coffee & Tea Digest**, 106 Water St., New York. (M) Brief selling plans on coffee and tea 250-500, 34c, Pub.
- Coin Machine Review**, 1113 Venice Blvd., Los Angeles. (M) Human interest, true adventure, hunting and fishing experiences of the thrilling, unusual sort; historical oddities, etc., 1500, 100% male readership. P. W. Blackford, Fair rates, Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of truck fleet operators, particularly methods for effective economics 1500. George T. Hook, 13c, \$25 minimum, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-25) Illustrated articles on wholesale and retail candy manufacturing companies, describing production methods or merchandising policies. Eugene Pharo, Up to 1c, photos \$1 to \$3, Acc.
- Confectioners News**, 437 Chestnut St., Philadelphia. (M-5) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies, also how candy jobbers assist retailers in display and disposal of confections; also good retail merchandising stories. Up to 1c, photos, \$1-\$3, Acc.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W-20) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Converter**, The, 111 W. Washington St., Chicago. (M-35) Articles on new products, new processes, efficiency operations of envelope manufacturers and other paper converters, including manufacturers of paper containers, cartons, boxes. P. A. Howard, publisher; Blaine S. Britton, Mng. Ed. 34c up, Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe, 34c, Pub.
- Corset & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman, 34c, Pub.
- Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant writeups; sales stories, practical or technical articles; human-interest and success stories. Query. L. M. Dawson, 30 to 50c inch, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan, 34c, Pub.
- Curtain & Drapery Buyer & Drapery Profits**, 373 4th Ave., New York. (M) Illustrated features on curtains and draperies that would interest buyers of these departments. Alice M. Small. Indefinite rates, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Factual articles on new or remodeled milk plants; new or improved products; merchandising ideas of proved merit, on milk and milk products, 500-2000, with photos, ads. E. C. Ackerman, 1c, ads 50c up, photos \$1 up, Pub.
- D and W**, 249 W. 39th St., New York. (M-30) Articles covering transportation, material handling, storage, water ways and terminals, factory migration, warehouse taxes, regulation, etc. Eugene Spooner, 1c, photos \$1.50, Pub.
- Department Store Buyer**, 17 E. 48th St., New York. (M) Articles of interest to department store buyers. Jess Nancy Gryce. Rates not announced.
- Department Store Economist**, 239 W. 39th St., New York. (Semi-M-25) Articles on department stores—management, systems, operations, merchandising, modernization, to 750. Longer by special arrangement. Not theories, but factual copy ghosted by store executive if possible. C. K. MacDermut, Jr. 1 1/4c, photos, \$2, within six weeks of receipt.
- Diesel Digest**, (Occidental Pub. Co.) 304 S. Broadway, Los Angeles. (M-25) News of new or unusual diesel engine applications, illustrations. 25c Col. inch, Pub. (Query on features.)
- Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison, 1c, Pub.
- Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison, 1c, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard, 1c, Pub.
- Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates, Pub.
- Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick, Edit. Dir. 1c, Pub.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W-15) News of manufacturers in drug and toilet goods fields. Dan Rennick, Edit. Dir. 1c, Pub.
- Dry Goods Journal**, Box 1316, Des Moines, Ia. (M) Only outstanding merchandising-articles about store departments bought. Largely staff-written. Kenner I. Boreman, 1c, Acc.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. James Wright Brown, \$2 a column up, Pub.
- Electrical Dealer**, 360 N. Michigan, Chicago. (M-35) Sales methods of merchandising electric appliances (including radios). Roland Cole, 1c, Pub. (Query before submitting.)
- Electrical South**, Grant Bldg., Atlantic, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans, 34c to 1 1/4c, Pub.
- Electrical Week**, 480 Lexington Ave., New York. (W) News and features of trade. Dr. Orestes H. Caldwell, 1c up, Pub.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, hull dozers and tractor-drawn scrapers; excavating contracts, open pit mining quarry, drainage 500-2000. Arnold Andrews, 1c, photos \$1, cartoons on shovel subjects \$1-\$2, Pub. (Query.)
- Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.
- Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. (Overstocked). File name for possible assignment. C. C. Hayley, 1c, Pub.
- Feed Bag**, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on out-of-ordinary merchandising ideas used by feed dealers, up to 800; specifically from N. E. quarter of the U. S. David K. Steenbergh, 1c, Pub.
- Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis, 34c, Acc.
- Film Daily**, 1501 Broadway, New York. (D-10) News of the film industry. J. W. Alicote. Space rates.
- Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline on articles. Carroll E. Pelissier, Articles \$5 page, news 25c inch, photos \$1, Acc.
- Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 500, on selling, service, parts merchandising, administration, Ford super-service station operators. Ford truck experience stories from users. Walter W. Belson, 1c, Acc. (Overstocked.)
- Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of the food and grocery product manufacturers. Dan Rennick, 1c, Dept. items 8c line, Pub.
- F. T. D. News**, 251 W. Larned St., Detroit. (M) Articles of interest to florists, growers and wholesalers. A. Barber. Fair rates, Pub.
- Furniture Age**, 2225 N. Lakewood, Chicago. (M-50) Illustrated home furnishing trend articles 300 to 1000 in re furniture, rugs, draperies, bedding, toys; featuring outstanding promotions, new stores, model rooms, unusual merchandising methods. Must be well illustrated. J. A. Gary, 1c, photos \$2, Pub.
- Furniture Record**, 260 Tremont St., Boston. (M) Short items and feature articles on furniture store operations, all departments. Wm. C. Pank, 34c to 1c, Pub.
- Furniture South**, Highpoint, N. C. (M) Illustrated stories on topics of interest to retail furniture stores 500-1500. N. T. Praigg, 34c, Pub.
- Garrison's Magazine**, 40 Worth St., New York. (M) Outstanding features on department store merchandising; illustrated shorts pertaining to small retail stores especially acceptable. Flint Garrison. Excellent rates, Acc.
- Gas Age**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrews, 1c, Pub.
- Gas Appliance Merchandising**, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-fired air conditioning units. H. O. Andrews, 1c, Pub.
- Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief, illustrated articles on stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy, \$5 each, Pub.
- Gift & Art Buyer**, 260 5th Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising etc. Thomas V. Murphy, \$5 each, Pub.
- Gifts and Housewares West**, 1355 Market St., San Francisco. (M) News and features from giftware and housewares departments and stores of the 11 Western states. Osgood Murdock, Pub.
- Gloves**, Gloversville, N. Y. (M-25) Illustrated merchandising articles on gloves. Bethune M. Grant, Jr. 1c, Pub.
- Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale, \$12 page (about 1 1/4 to 2c per word), Pub.
- Hardware Retailer**, Security Trust Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Glendon Hackney, 1c, Pub.
- Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also sporting goods, housewares, china, glass 100-1000. 1c, photos \$1, after Pub.
- Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.
- Health Foods Retailing**, 846 Russ Bldg., San Francisco. (Q) Merchandising interviews with health food dealers. 34c, or if one photo, 1c; add'l photos \$1, Pub. (Query.)

Heating, Piping and Air Conditioning, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2000; mostly by engineers. C. E. Price. Good rates, Pub.

Hide and Leather and Shoes, 300 W. Adams St., Chicago. (W-15) Feature tannery and shoe manufacturing articles; brief news items on new products, production methods, sales promotion campaigns by manufacturers. Ralph B. Bryan. 1c, Pub. (Query.)

Highway Magazine, Armo Culvert Mrs. Assn., Middletown, O. (M) Articles on drainage, operation, improvements on public highways, etc., use of roads and streets, 800-1200; cartoons. W. H. Spindler. 1c, photos \$1. Acc.

Hotel Bulletin, 260 Tremont St., Boston. (M) Short items and articles on hotel maintenance and management, food preparation, food and beverage service. Wm. C. Pank. ¼c, Pub.

Hotel Management, 222 E. 42nd St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1½c to 5c, Acc.

Hotel World-Review, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. ½ to 1c, Acc.

House Furnishing Review, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Ellenbein. ¼c, \$1 for photos, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; articles on ice merchandising. J. P. Nickerson. Indefinite rates, Pub.

Ice Cream Field, 19 W. 44th St., New York. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Howard Grant. ¼c, Pub.

Ice Cream Trade Journal, 305 E. 45th St., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies 500-2000. Frank Black. 1c, Pub.

Illinois Editor, 306 W. Main St., Mascoutah, Ill. (M-10) Fact articles on increasing subscriptions, special edition promotions, etc. Arthur D. Jenkins. 1c, Pub.

Implement Record, 1355 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. (Query.) Osgood Murdock. Varying rates, Acc.

India Rubber World, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. S. C. Stillwagon. 8c, Pub.

Industrial Finishing, 802 Wulfin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100-1500. W. H. Rohr. ¼ to 1c, Pub.

Industrial Marketing, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.

Industrial Retail Stores, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500-1000. Hull Bronson. ¼c, Pub.

Industry & Welding, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

Infants' & Children's Review, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers and sales promotion events in children's wear field. Mrs. Crute Dahl. ¼c, Pub.

Inland Printer, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

Insurance Field, 322-28 W. Liberty St., Louisville, Ky. (Life Edn. W-15; Fire Edn. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. Elmer Miller, Jr. About ¼c, Pub.

Insurance Salesman, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. Sharp prints, candid or action photos of life insurance men. Query with name first. \$2-\$3.50. Acc. C. C. Robinson. ½ to 1c, Acc.

International Blue Printer, 506 S. Wabash Ave., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glenn Edwards. 1c, photos \$1., Pub.

Jewelers Circular-Keystone, 239 W. 39th St., New York. (M-25) Illustrated stories on window display, advertising, silverware merchandising, watch merchandising, based on experience of some well-rated jeweler. F. V. Cole. 40c inch, photos, \$3, Pub.

Laundry Age, 330 W. 42d St., New York. (M-25) "How" articles on laundry operation. Indefinite rates, Pub.

Laundryman's - Cleaner's Guide, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750-1200. ¼ to 1c, photos 50c to \$1, Pub.

Linens & Domestics, 1170 Broadway, New York. (M-35) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Query on anything special. Julien Ellenbein. ¼c, photos \$1, Pub.

Liquor Store and Dispenser, 205 E. 42nd St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants; cartoons. Hartley W. Barclay. 1½c, photos \$1.50, Pub.

Luggage and Leather Goods and Handbag Buyer, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layout. News about buyers. Arthur Melin. ¼c, Pub.

Magazine of Light, The Nela Park, Cleveland, O. (8 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.

Meat, 2244 Calumet Ave., Chicago. (M) Query editor on feature articles based on interviews with meat packing officials on production methods or merchandising ideas. M. L. Samson. 1c, Pub.

Meat Merchandising, 105 S. 9th St., St. Louis, Mo. (M-20) Articles on personnel management; unusual merchandising schemes for meat or canned goods collection and delivery methods. Frank J. Maher. 1c, Pub.

Men's Wear, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

Mida's Criterion, 155 W. 44th St., New York. (M-25) Articles and news of wholesale and retail liquor and wine business. Query. A. B. Greenleaf. 1c, Pub.

Mill & Factory, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c up, usually Acc.

Modern Brewer, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Allen E. Beach. 1c up, usually Acc.

Modern Packaging, 122 E. 42d St., New York. (M-50) Illustrated articles on package production, merchandising window and counter display, assignment only. A. Q. Maisel. 1 to 4c, Pub.

Modern Plastics, 122 E. 42d St., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.

Modern Retailing, 250 5th Ave., New York. (Q) Illustrated short articles detailing successful sales ideas, methods and stunts of small stores selling stationery, office supplies, school needs, novelties, etc. Photos of stores. David Manley. 1c, Pub.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2, Pub.

Motor, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

Motor Service, 549 W. Washington Blvd., Chicago. (M) Garage management articles. Illustrations needed showing advertising equipment in use. Submit outline. Herb Packer. Good rates; Acc.

Motorship and Diesel, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

Music Trades, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty. Low rates, Pub. (Slow to report.)

National Bottlers' Gazette, 80 Broad St., New York. (M-50) Features and photos of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page, Pub.

National Carbonator & Bottler, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100. ¼c, to 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York. (M-25) Picture-features in cleaning and dyeing field (after manner of Life Magazine.) Paul C. Trimble. Special rates.

National Clothier, Merchandise Mart, Chicago. (M) Short merchandising ideas, features. Allen Sinsheimer. ¼c, Pub.

National Jeweler, 531 S. La Salle St., Chicago. (M-25) Limited market for illustrated articles with news and merchandising slant, 250 to 500. Francis R. Bentley. ½ to 1c, Acc.

National Provisioner, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich. ¼c up, Pub.

National Sign Journal, 729 Broadway, Denver. (M-20) News of the sign industry and outdoor advertising; features on outstanding sign campaigns, and men prominent in the sign world. Orville J. Grisier. ¼c up, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors; illustrated articles on new wholesale groceries, grocery warehouses; super markets, co-op. establishments. Carroll K. Michener. ¼c, Acc.

Notion and Novelty Review, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. ¼c, Pub.

Office, 377 Broadway, New York. (M) Articles of interest to stores and salesmen selling office machines; also, method articles of interest to office managers. W. G. Singleton. ¼c up, Pub.

Office Appliances, 20 N. Wacker Dr., Chicago. (M-25) Articles on selling office equipment 1200. Walter S. Lennartson, Assoc. Ed. 2 col. pages 36c inch; 3 col. pages 20c inch, Pub.

Optometric Weekly, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

Pacific Drug Review, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and interior display, advertising. F. C. Felter. Nominal rates, Pub.

Pacific Road Builder and Engineering Review, 639 New Call Bldg., San Francisco. (M) Illustrated feature material of interest to engineering and roadbuilding contractors and engineers, from Western states only. W. L. Netherby. Indefinite rates, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to large industrial companies, railroads and other transportation agencies, on packing, loading, hauling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ¼ to 1c, photos 50c to \$1, Pub.

Paris Beauty-View, Rm. 908, 1121 S. Hill St., Los Angeles, Cal. (M-free), 500-750 word interviews with successful beauty shop owners, business-building helps, etc. F. L. Richards. 1c, photos \$2, Acc.

Petroleum Marketer, 624 S. Michigan Ave., Chicago. (M) Entirely staff-written. Brandon E. Rourke.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About ¼c, photos, 50c to \$1, Pub.

Playthings, 381 4th Ave., New York. (M-25) Merchandising articles on dolls, toys, games. Accounts of toy store promotions, to 2500. J. M. Cloud. Payment according to value.

- Plumbing and Heating Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations. 1000. T. E. J. Moffett. Good rates, Pub.
- Power**, 330 W. 42nd St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.
- Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Ralph E. Turner. 6/10c, Pub.
- Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)
- Practical Builder**, 59 E. Van Buren St., Chicago. (M-10) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint, 300. Phil W. Hanna. Pub.
- Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Waldon, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos, \$1 and \$2, Pub.
- Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200; grocery trade articles, especially success stories, 1200-1500; photos. M. H. Farnham. 1 to 2c. Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.
- Publishers' Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the book trade 1500-2000. Frederic G. Melcher. 1c, 10th of mo. following Pub.
- * **Radio & Television Journal** (including *The Radio Merchant*), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.
- Radio and Television Retailing**, 330 W. 42nd St., New York. (M) Illustrated features on radio merchandising, 100-500. W. McDonald. 1c up, Acc.
- Radio and Television To-day**, 480 Lexington Ave., New York. (M) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.
- Radio and Television Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.
- Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.
- Real Estate Record**, 119 W. 40th St., New York. (W-50, M-25) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.
- Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (W-10) Name and fact stories on ice refrigeration, merchandising of ice and ice refrigerators and refrigerated locker plants. R. Wesley Baxter. \$4 column, Pub.
- Restaurant Management**, 222 E. 42nd St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.
- Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.
- Retail Ledger and Homeware**, 260 Tremont St., Boston (M) Short items and articles on department store management, promotions, etc. Wm. C. Pank. ¼ to 1c, Pub.
- Retail Tobacconist**, 1860 Broadway, New York. (M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Pattery. ¼c, Pub.
- Rock Products**, 205 W. Wacker Dr., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.
- Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to automobile, casualty, fire and marine insurance salesmen. Irving Williams. Fair rates, Pub.
- Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.
- San Francisco Styles & Selling**, 507 Montgomery St., San Francisco. (M) Very brief items on unusual selling or display ideas used by Pacific Coast women's fashion stores. 20c inch, Pub.
- Seafood Buyer**, Goffstown, N. H. (M) Illustrated articles on merchandising of fish and shellfish in fish markets, super markets, chain stores, restaurants, hotels. Gardner Lamson. Approx. ¼c, photos, \$1, Pub.
- Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ¼c, Pub.
- Service**, 19 E. 47th St., New York. (M-15) Technical or semi-technical articles of interest to the radio service man and distributor of radio parts and accessories. Robert G. Herzog. 1c, Pub.
- Service Station News**, 121 2nd St., San Francisco. (M) "How to do it" articles, illustrated with candid camera style pictures. R. H. Argubright. ¼c, Pub.
- Shipping Management**, 425 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. Earl K. Collins. 1c, Pub.
- Shoe Repairer and Findings Dealer**, 111 Summer St., Boston. (M-20) News of shoe repairers and findings dealers; features on progressive methods of outstanding repair shops. W. C. Hatch. \$4 per 1000, Pub.
- Shoe Repair Service**, 816-820 Mart Bldg., St. Louis. (M-Gratis) Constructive illustrated articles pertaining to shoe repairing from high-grade shoe repair shops, 300-1000; fillers 50-100. Walter J. Eggers. ¼ to 1c, Pub.
- Soda Fountain Magazine**, 420 Lexington Ave., New York. (M-25) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. Duncan Ross. 1c, Pub.
- Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising, illustrated articles on new funeral homes costing \$25,000 or more. J. C. Edwards. ¼ to 1¼c, Pub.
- Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.
- Southern Knitter**, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturers. David Clark. Indefinite rates, Pub.
- Southern Printer**, Mortgage Guarantee Bldg., Atlanta. (M) Illustrated practical, factual articles 750, based on actual experiences of printers in 14 southern states. William D. Harris. 20c, Col. inch, Pub.
- Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-20) News and features of Arkansas, Louisiana, Mississippi, South Carolina, Tennessee, Texas, Alabama, Florida, Georgia, N. Carolina, Oklahoma and New Mexico baking industry. Charles Tunnell. ½ to 1c, photos \$1, Pub.
- Southwestern Bottler**, P. O. Box 1922, San Antonio, Tex. (M-25) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. ¼c up, Pub.
- Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. ¼ to 1c, Pub.
- Spirits**, 220 E. 42nd St., New York. (M-25) Short items on activities of wine and spirit wholesalers, distributors and their salesmen. Jon Gregg. 1c Pub.
- Sporting Goods Dealer**, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising, store arrangement, news. H. G. Heitzelberg. ¼c up, Pub.
- Sporting Goods Journal**, 330 S. Wells St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. E. V. Perkins. ¼c up, Pub.
- Sporting Goods Retailer**, 1819 Broadway, New York. (M) Illustrated articles on merchandising of sporting goods. O. T. Baxter. ¼c, Pub.
- Sports Age**, 260 5th Ave., New York. (M) Query on articles embracing detailed, specified merchandising programs actually and successfully applied in selling sporting goods, 1500. Ames Castle. ¼c, Pub. (Overstocked.)
- Sportswear Review**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. Not interested in free-lance contributions. Bertram M. Lebbah. 1½c to 2c, Pub.
- Starchroom Laundry Journal**, 305 E. 45th St., New York. (M) Laundry stories in pictures (Life magazine type). Noel Grady. Special rates, Pub.
- Super Market Merchandising**, 45 W. 45th St., New York. (M) Illustrated articles, and news items, on management and operation of super markets. M. M. Zimmerman. ¼c, Acc.
- Surgical Business**, 369 Lexington Ave., New York. (M-25) Articles of interest to manufacturers, wholesalers, dealers and salesmen of surgical supplies, instruments, equipment and orthopedic appliances, covering buying, selling, merchandising, advertising and promotion, systematizing, accounting, credits and collections, to 1000. Dramatic or pattern photos for front cover. A. August Tiger. 1c up, Pub.
- Syndicate Store Merchandiser**, 79 Madison Ave., New York. (M-20) Interior and exterior photos of outstanding 5 and 10 cent store displays; news of personnel changes, with photos; new stores with photos. Preston J. Beil. ¼ to 1c, Acc.
- Telegraph Delivery Spirit**, 356 S. Spring St., Los Angeles. (M-50) Staff written except for monthly short short-story 850-900 dealing with florist business, and one authoritative article for "Helpful Ideas for Your Business" department, 900-950. Kenneth W. Heck. ¼c Pub. Cartoons, \$2.50.
- Tire Rebuilders News**, 1207 Park Ave., New York. (M-20) 1000-2000 word features, short news items, photos, Specializes in practical ideas for retreading, vulcanizing and tire repair shops. Douglas W. Clephane. ¼ to 1c, Pub.
- Tire Review**, 31 N. Summit St., Akron, Ohio. (M) News of tire trade; merchandising articles on tire retailers, retreaders, etc. Edward S. Babcox. 1c, Pub.
- Tires Magazine**, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators 1500-2000. Jerome T. Shaw. ¼ to 1c, news items 25c inch, fillers ¼c, photos \$2, Pub.
- Toilet Requisites**, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods (including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c, Pub.
- Tool Engineer**, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. up to 1200. Roy T. Branson. \$10 page (3 col. 10 in. 10 pt.), Pub.
- Toys and Bicycles**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1000. Corena Daugherty. ¼c, Pub.
- United States Tobacco Journal**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Venetian Blind Dealer**, 431 S. Dearborn St., Chicago. (M) Articles on merchandising of Venetian blinds; also photos and items showing interesting and unusual applications. M. B. Pendleton. 1c, Pub.
- Voluntary and Cooperative Groups Magazine**, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. ¼c, photos \$1, Pub.
- Wallpaper Magazine**, 7244 Loubet St., Forest Hills, Long Island. (M-25) Sales promotion, success stories, new ideas in dealer display, 1000-2000; trade news. C. M. Wieland. 1c, Pub.
- Welder**, The, Waltham Cross, Hertfordshire, England. (M) Illustrated technical articles on welding jobs, 1500. E. Dacre Lacy. About 1c, Pub.
- Welding Engineer**, 506 S. Wabash Ave., Chicago. (M) Technical and practical articles of interest to welding departments and shops. Ralph S. Kenrick. 1c, Pub.
- Western Brewing World**, 304 S. Broadway, Los Angeles. (M) News and features of brewing industry of West. Geo. F. Haines. Query on features. Good rates, Pub.

Western Confectioner Ice Cream News, 304 S. Broadway, Los Angeles. (M-25) Features on successful merchandising methods of candy and ice cream manufacturers and manufacturing retailers in the West. Query. Geo. F. Haines. 25c inch, Pub.

Western Construction News, 333 Kearney St., San Francisco. (M-25) Articles on all phases of Western civil engineering. J. I. Ballard. Varying rates.

Western Flying, 304 S. Broadway, Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service production, or aircraft operation. Query on features. Robert J. Pritchard. 25c inch, Pub. (Overstocked.)

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

Western Tobacconist, 509 Sansome St., San Francisco. Business building features of the trade, up to 1500 (shorter preferred). Leo Kemper. 35c up, Pub.

Wholesalers' Salesman, 330 W. 42nd St., New York. (M-25) Query editor on experience stories of wholesalers' salesmen in selling electrical products. O. Fred Rost. \$15 to \$25 article, Pub.

Wine & Liquor Retailer, 444 Madison Ave., New York. (M-10) Illustrated merchandising features on wine and liquor package stores (no beer, no bars). Lew Schwartz. 35c, Pub.

Wine Review, 1355 Market St., San Francisco. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c inch, Pub.

Wood Construction, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

C—JUVENILE LIST

GENERAL FIELD

BOYS AND YOUNG MEN

American Boy, The, 7430 2nd Blvd., Detroit, Mich. (M-15) Boys, high-school and college age. Short-stories up to 4500. Western, mystery, sports, detective, etc. Humor. Non-fiction up to 2500. Fillers 300, with action photos on achievements of boys; picture spreads. Franklin M. Reck, Mng. Ed. 2c up, Acc.

American Farm Youth Magazine, Jackson at Van Buren, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short-stories 1000-4000, adventure novelettes 6000-12,000, jokes; short-stories 100-350. Robert Romack. 34c up, photos 50c to \$2, Pub.

American Newspaper Boy, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories, newspaper carrier boy characters by authors familiar with modern newspaper boy duties, adventure stories, appeal to young men, 2000-3000. Bradley Welfare. \$10 per story, Acc.

Boys' Life, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000-4000; serials 2 to 4 installments of 5000. James E. West, Ed.; Irving Crump, Mng. Ed. 1 1/4c up, Acc. (Well stocked.)

Open Road for Boys, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000-3500; serials up to 40,000; articles 1000-1500. Photos. Clayton H. Ernst. 3/4c up, Pub. or Acc.

GIRLS

American Girl, (Girl Scouts, Inc.) 14 W. 49th St., New York. (M-15) Girls, ages 10 to 18. Action short-stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up, Acc.

BOYS AND GIRLS

Child Life, (Rand, McNally & Co.) 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, articles, poems, usually planned with editor, up to 1800. Wilma McFarland. 3/4c up, Acc. (Overstocked.)

Children's Play Mate Magazine, Cleveland, Ohio. (M-15) Mystery, adventure, historical, foreign short-stories for boys and girls 10 to 14, 1800 wds.; nursery stories for children 5 to 9; 500-1000; cartoons. Esther Cooper. Fiction usually 1c, Pub.

Jack and Jill, (Curtis) 626 Ledger Bldg., Philadelphia. (M-25) Juvenile short-stories 1000, articles 500, verse, art work. Ada C. Rose. Rates not stated.

St. Nicholas, 420 Lexington Ave., New York. (M-25) Boys and girls 6 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Vertie A. Coyne. 1c up, verse 25c line, Pub. (Slow.)

Story Parade, 70 5th Ave., New York. (M-20) Children 8 to 12. Not in the market.

Young America, (Eton Pub. Corp.) 32 E. 57th St., New York. (W-5) Young people 8 to 18. Short-stories 2500, broadly educational background. Winthrop Brubaker. 1c, Acc.

Youth Today, 250 Park Ave., New York. (M-25) Reprint articles of interest to boys and girls, 14 to 18. Will consider original articles, 1500; short-stories 2500, but not the usual "juvenile" material. Harry Miller. 1c, Pub.

COMIC AND CARTOON MAGAZINES

Ace Comics, **King Comics**, **Magic Comics** (David McKay Co.) 604 S. Washington Sq., Philadelphia, Pa. (M-10) Cartoon strips chiefly obtained from King Features Syndicate; some original work. Feature pages; juvenile serial stories, 6 parts, 2500 words each. Margery McKay. Good rates, Acc.

Circus, (Globe Syndicate) 16 E. 48th St., New York. (M-10) Cartoons, comics, puzzles, prize contests. Rates not at hand.

Crackjack Funnies, (Whitman Pub. Co.) Poughkeepsie, N. Y. (M-10) Cartoons, comics, principally from syndicates, adventure serials. Rates not at hand.

Detective Comics, **More Fun Comics**, **Adventure Comics**, **Action Comics**, (Detective Comics, Inc.) 480 Lexington Ave., New York. (M-10) All use original comic and narrative strips. Vincent Sullivan. Good rates, Acc.

Famous Funnies, 50 Church St., New York. (M-10) Cartoon strips obtained from regular sources but considers original work. Harold A. Moore. Action short-stories 1500. \$25 each, Pub.

Funny Picture Stories, **Little Giant Comics**, **Little Giant Movie Funnies**, (Centaur Pubs.) 461 8th Ave., New York. Cartoons, comics, mystery and adventure short-stories. Rates not at hand.

Feature Funnies, (Comic Favorites) 369 Lexington Ave., New York. (M-10) Comic strips, chiefly of syndicated origin. Rates not at hand.

Mickey Mouse Magazine, (K. K. Pubs., Inc.) 1270 6th Ave., New York. (M-10) Not in the market.

Popular Comics, **The Funnies**, **The Comics**, (Dell) 149 Madison Ave., New York. (W-10) Comic-strip material, chiefly furnished by syndicate or staff artists.

Tip Top Comics, **Comics on Parade**, (United Features Syndicate) 220 E. 42nd St., New York. (M-10) Chiefly syndicate material, but will consider comic strips, cartoons, and cartoon ideas, juvenile jokes. Fred A. Methot.

RELIGIOUS PUBLICATIONS

SENIOR AGE (16 years up)

(Boy and Girl)

Challenge, (Presbyterian Pubs.) 73 Simcoe St., Toronto, Canada. (W-3) Young people, 16 years up. Adventure, achievement, moral short-stories 2500-3000, articles 500-1000, fact items, fillers. N. A. MacEachern. Varying rates, Pub.

Classmate, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-5) Young people 18 and over. Not interested in unsolicited material. A. D. Moore.

Epworth Herald, 740 Rush St., Chicago. (2-M-6) Articles and short-stories of interest to young Methodists, high school, college ages, 800; serials 5000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About 3/4c, verse about 15c line, Pub.

Epworth Highroad, (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (M) Young people 16 to 24. Short-stories 2500-4000; serials, 4-6 chapters; illustrated articles 1000-1800; striking photos. Miss Rowena Ferguson. 3/4c up, Acc.

Forward, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials 6 to 10 chapters, 3000 each; illustrated articles 1000; editorials 400-800; young viewpoint, interesting style. Park Hays Miller. 50c per 100 words, Acc.

Front Rank, The, (Christian Bd. of Pub.) Beaumont and Pine, St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500-3500; serials 20,000-25,000; illustrated articles; poems; editorials, fillers; photos. \$3.50 per M, Acc.

Onward, (United Church Pubs.) 229 Queen St. W., Toronto. (W) Young people. Short-stories, articles, serials, verse, nature and science material. Archer Wallace. 3/4c, Acc.

Onward, Box 1176, Richmond, Va. (W-3) Presbyterian young people. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. Rates not stated.

Our Young People, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 13 to 20 and older. General miscellany. Low rates, Acc.

Sunday Companion, The, 261 Broadway, New York. (W) Catholic juvenile for parish schools. Fiction; current events, miscellany. M. A. Daily. Rates not stated.

Try, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-3500; descriptive, biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. 3/4c, verse \$1 to \$2.50, Acc.

Watchword, The, (United Brethren Pub. House) 240 W. 5th St., Dayton, O. (W) Young people. Short-stories 1500-2500; serials, miscellany. E. E. Harris. \$1.50 to \$2 per M, Acc.

Young People, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W) Young men and women over 17. Clean, wholesome short-stories 1500-3000; serials 4-10 chapters 2500 each; inspirational, fact, hobby, how-to-do articles, preferably illustrated, 100-1500; news articles about young people; verse, high literary standard. \$4.50 per M, Acc.

Young People's Paper, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200-800. \$4 to \$5 per M, Acc.

Young People's Weekly, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; scientific, popular articles with photos 100-1000; editorials 100-400. Good rates, Acc.

INTERMEDIATE AGE (12 to 18)

(Boy)

Boy Life, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W) Boys 13 to 17. Wholesome short-stories 1800-2000; serials, articles, miscellany. 3/4c up, Acc.

Boys' World, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 13 to 18. Short-stories 1500-2200; scientific news items with photos; successful boys (photos); verse; editorials. Good rates, Acc.

Canadian Boy, (United Church Publications) 299 Queen St. W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. 3/4c, Acc.

Catholic Boy, The, 1300 Foshy Tower, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200-2500; articles for boys. J. S. Gibbons. 3/4 to 1c, Pub.

Pioneer, The, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500-3000; serials 6 to 10 chapters 2500 each, illustrated articles 800-1000; non-preachy editorials; cartoons; verse. Park Hays Miller. \$5 per M., photos 50c up, Acc.

Target, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-2) Boys 12-14. Alfred D. Moore. No unsolicited material.

Youth's World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, 13 to 16. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500-900; character-building editorials up to 600; handicraft; fact items, photos. Miles W. Smith. \$4.50 per M., Acc.

(Girl)

Canadian Girl, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Agnes Swinarton. ½c, Acc.

Girlhood Days, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati, O. (W) Girls 13 to 17. Wholesome short-stories 1800-2000; serials; miscellany. Maud V. Rouse. ½c up, Acc.

Girls' Companion, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 14 to 18. Short-stories 2000-2500; illustrated occupation articles 200-750; editorials 50-150. Good rates, Acc.

Portal, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (W-2) Girls 12-14. No unsolicited material.

Queens' Gardens, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6-10 chapters, 2500 each; illustrated articles; editorials, verse, cartoons. Park Hays Miller. \$5 M., Acc.

(Boy and Girl)

Ambassador, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Short-stories of present-day life, school, mystery, 2500-3500; illustrated vocational, travel, topographical articles 1500-2000; poems up to 4 stanzas. (Give source on factual material.) Novella Dillard Preston. ½c, Acc.

Cargo, (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (W) Teen-age boys and girls. Short-stories 2500-3500; serials 3 to 10 chapters, usually on assignment; illustrated articles; striking photos. Rowena Ferguson, Robert A. McGaw. ½c up, Acc.

Christian Youth, 321 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000-2200; fillers; nature, fact, how-to-make-it articles 300-1000; Bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

Friend, The, (United Brethren Pub. House) Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000-2500; serials 2 to 8 chapters; informational, inspirational articles 100-800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

Highway, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Boys and girls, 12-18. Short-stories not over 2500; serials, 8-12 2500-word chapters; poems up to 20 lines; illustrated articles 100-1000. Frances Woolery. \$3.50 per M., Acc.

Lutheran Young Folks, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000-3500; serials 6-12 chapters. Fair rates, Acc.

Sunday School Messenger, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Young people, 12 to 17. Short-stories 1800, serials, essays 600, verse, photos, editorials 300. W. E. Peffley. \$1.25 per M., Acc.

Teens, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W) Boys and girls, high school age. Clean, wholesome short-stories 1500-3000, boy and girl characters; serials 4-10 chapters, 2500 each; inspirational, fact, hobby, how-to-do articles, preferably illustrated, 100-1500; news articles about young people; verse, high literary standard. \$4.50 per M., Acc.

Venture, (Evangelical & Reformed Church) 1724 Chouteau Ave., St. Louis, Mo. (W) Early teen-age adolescents. Verse. Fred E. McQueen. 5c line, Acc.

Young Canada, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000; short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500. N. A. MacEachern. M. A. Varying rates, Pub.

Young Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfau Fisher. ½c to 1c, Acc.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 13. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

Young People, The, (Augustana Book Concern) Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates; payment quarterly.

Young People's Friend, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000-2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe. \$3 per M., Pub.

Young People's Standard, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Short-stories up to 2200, articles up to 1200; verse up to 20 lines, fillers. Sylvester T. Ludwig. \$2.50 per M., verse 10c line, Acc.

Young Soldier and Crusader, The, (General Bd. of Religious Education) 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories up to 2400; verse. Rev. D. B. Rogers. ½c, payment quarterly.

Youth's Comrade, The, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000; serials, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. \$2.50 per M., Acc.

JUNIOR AGE (9 to 12)

(Boy and Girl)

Boy's and Girl's Comrade, (Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 50c to \$2, Pub.

Explorer, The, (United Church Publications) 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. Agnes Swinarton. ½c, Acc.

Institute Leaflet, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, 1200, serials, verse. Rev. D. B. Rogers. ½c, payment quarterly.

Juniors, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W) Boys and girls 8-12. Short-stories, Christian point of view, boy and girl characters, 900-2500; serials 6-10 chapters, under 2500 wds. each. Educational articles 1000. Some poetry. \$4.50 per M., Acc.

Junior Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary 600-800; articles 600; serials up to 6400; short fillers, jokes, verse, 12 lines. Mrs. Mary Pfau Fisher. ½ to 1c, photos \$1 to \$3, Acc. (Slow.)

Junior Joys, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 11. Market supplied at present. Mrs. Elizabeth Hodges. \$2.50 per M.; verse 10c line, Acc.

Junior Life, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1200-1500, shorter articles. Maud V. Rouse. ½c, Acc.

Junior Weekly, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. Children 9-11. No unsolicited material.

Junior World, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Acc.

Lutheran Boys and Girls, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Olive Leaf, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short-stories 600; articles 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ½c, Pub.

Our Boys and Girls, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, articles, 1800; serials; verse, photos. Edith A. Looze. Low rates, Acc.

Our Boys and Girls, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. General miscellany. Low rates, Acc.

Picture World, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400-800, verse. \$5 per M., verse 50c stanza, Acc.

Sentinel, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. Boys and girls 9 to 12. Mystery, camping, adventure, humorous short-stories 1500-2000; articles on birds, animals, gardening, games, things to make and do, 500-1000; verse. Novella Dillard Preston. ½c, Acc.

Treasure, (Evangelical and Reformed Church) 1724 Chouteau Ave., St. Louis, Mo. (W) Boys and girls, 9 to 12. Fred E. McQueen. 20c per 100 wds., Acc.

What to Do, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 12. Short-stories 2000-2500; serials 2-4 chapters 2000-2500 each; inspirational verse; editorials 100-400. Illustrated occupation articles 150-600. Good rates, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. ½c, Acc. Verse, no payment.

TINY TOT AGE (4 to 9)

(Boy and Girl)

Children's Friend, The, (Augsburg Pub. House—Lutheran) 425 S. 4th St., Minneapolis, Minn. (W) Little folks 5-6 yrs. Short-stories with religious note, up to 400. Rev. John Peterson. About ½c, Acc.

Child's Own, The, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. ½c, payment quarterly.

Dew Drops and Little Learners, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 4 to 8. Short-stories 500-900; short articles, editorials 50-200; verse up to 12 lines. Good rates, Acc.

Friends, (Evangelical and Reformed Church) 1724 Chouteau Ave., St. Louis, Mo. (W) Children under 9. Character-building short-stories 100-400. Fred E. McQueen. 20c per 100 wds., Acc.

Jewels, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Material for small children. ½c, Pub.

Our Children, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W.) Children 6 to 8. General Miscellany. Low rates, Acc.

Our Little Folks, (United Brethren Pub. House) Dayton, O. (W) Children 4 to 9 years. Short-stories 300-600. J. W. Owen. Up to ½c, Acc.

Picture Story Paper, (Methodist Book Concern) 420 Plum St., Cincinnati, O. Children 4 to 8. No unsolicited material.

Shining Light, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W-4) Children 5 to 9. Moral, character-building, religious short-stories 300-500; nature, religious verse; photos of nature, children. Ida Byrd Rowe. \$3 per M., Pub.

Stories for Primary Children, (Presbyterian Bd. of Christian Ed.) 910 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Stories of world friendships and religious appreciation. Things to make and do. Park Hays Miller. ½c, verse 25c for 4 lines, Acc.

Storyland, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300-1000; poems up to 20 lines; handicraft articles 300-500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Acc.

Storytime, (Baptist Sunday School Bd.) 161 8th Ave., N., Nashville, Tenn. (W) Children 6 to 8. Short-stories 400-650; articles and suggestions for playthings children can make 100-300; verse. Agnes Kennedy Holmes. No MSS. purchased during July, Aug. ½c, Acc.

Story World, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 500-700; simple story articles 400-500; short verse. \$4.50 per M., Acc.

LITERARY MARKET TIPS

Real Life Story, 1501 Broadway, New York, is announced by Fawcett Publications, Inc., as a new monthly confession-type magazine to be on sale September 15. Ralph Daigh, managing editor, writes: "Now that we have three confession magazines, *True Confessions*, *Romantic Story*, and *Real Life Story*, our market is a very sizable one. In order that manuscripts get complete consideration for all three of our magazines, we have organized a reading bureau, under the supervision of Miss Beatrice Lubitz, former editor of *True Confessions*, but now supervising editor of our confession magazines. Thus, a manuscript submitted to one of our confession books will be read by a central staff with a view of finding a home for it in one of the three. *Real Life Story* will be somewhat on the grim side, with an accent on the biography of the individual whose story is being told. This biography angle should not be overdone, unless the family background and childhood play an important part in the narrative." Rates paid by this group are from 1½ cents to 3 cents a word, on acceptance.

The Ziff-Davis Publishing Co., 608 S. Dearborn St., Chicago, B. G. Davis, editor, writes: "We are in the market for a wide variety of articles dealing with the subject of pets. We want articles telling how to raise, train, select, breed, care for, make money with, etc., on all types of pets. Articles on foxes, dogs, cats, birds, exotic animals, etc., are desired. Personal-history stories, success stories of outstanding pets and pet owners, will be purchased. Kinks of all sorts on how to take care of pets or provide for them will be used. Briefs should run from 100 to 750 words, short articles from 750 to 1500, and feature articles from 1500 to 3000. Articles should be accompanied with photographs or sketches where necessary. Rate of payment will be 1 cent per word. The editor will be glad to correspond with writers regarding the suitability of the material, or work out special assignments upon suggestions submitted by freelance writers."

Famous Fantastic Mysteries, 280 Broadway, New York, although now publishing reprint stories which previously appeared in the Frank A. Munsey Company's magazines, "expects to add stories by writers of today following as nearly as possible the pattern of the stories which have made fiction history," writes A. J. Gibney, associate publisher. "It needs fantastic, weird, science-fiction stories from 4000 to 12,000 words." Presumably regular Munsey rates of 1 cent a word and up, on acceptance, will be paid.

Future Fiction, 60 Hudson St., New York, is announced as a new magazine of fantasy to be issued as a companion to *Science Fiction*, by the Blue Ribbon group. Rates will presumably be ½ cent a word and up, on publication.

Sweetheart Stories, 149 Madison Ave., New York, is now edited by Miss Jeanne Hale, who succeeds Miss Helen MacVichie.

The World For Peace and Democracy, 79 Fifth Ave., New York, organ of the American League for Peace and Democracy, has temporarily suspended publication.

Detective Story Magazine, 79 7th Ave., New York, desires strong character play involving the hero, according to Hazlett Kessler, editor. Unless the hero has a character problem, the story will fail with him. It is not enough for the hero just to do things and solve crimes. He must have some emotional stress outside of that involved in the action. Payment here is at 1 cent a word, on acceptance.

Country Life, heretofore published at 444 Madison Ave., New York, has been purchased by *Horse & Horseman*, 1270 Sixth Ave., New York, and the two have been combined. The title *Country Life* has been retained for the combination magazine. Peter Visser, editor, will consider illustrated articles on gardening, interior decorating, country estates, and sports, including horse material. Payment is at varying rates, on publication.

The Toronto Star Weekly, 80 King St., Toronto, Ont., Canada, is very much in need of romance novels at the present time. It prefers those by big-name authors.

Thrilling Spy Stories, 22 W. 48th St., New York, is a new quarterly added to Standard's Thrilling group. It will use fast-action stories of spy activities. Rates of payment not at hand.

Athlete, 79 7th Ave., New York, new Street & Smith monthly devoted to competitive sports and athletics, will use fact articles from 4000 to 6000 words in length, short-stories 5000 to 6000 words, and novelettes of 10,000 to 12,000. It is best to query on articles, writes Charles Moran, editor. Good rates are promised, on acceptance.

Wild West Weekly, 79 7th Ave., New York (Street & Smith) is now edited by F. L. Stebbins, Jr. It uses Western short-stories, 3500 to 5000 words, novelettes of 10,000 to 12,000 and novels of about 20,000 words, paying good rates on acceptance.

Personal Romances, 122 E. 42nd St., New York, issued by Ideal Publishing Co. and edited by Ethel Pomeroy, is looking for confession-type short-stories of about 5000 words, novelettes of not over 7000 words, and some shorter stories of 2500 to 3000 words, with emotional love as the basis. Payment is reported to be at 1 cent a word or more, on acceptance.

Clues-Detective Stories, 79 7th Ave., New York (Street & Smith), under editorship of John L. Nanovic, now prefers fast-paced, lively detective stories, with woman interest, strong menace, and unusual conditions. Short-story lengths up to 5000 words and novelettes of 8000 to 25,000 words are used. Payment is at 1 cent a word and up, on acceptance.

Sport Story Magazine, 79 7th Ave., New York (Street & Smith), is now published monthly instead of twice monthly, and is edited by Charles Moran.

Youth Today, 250 Park Ave., New York, wishes to emphasize that it is not interested in the usual "juvenile" material. Although principally composed of reprint material, it considers short-stories up to 2500 words and articles of 1500 words of interest to young people from 14 to 18 years of age, paying 1 cent a word on publication.

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Hammermill Bond paper, 500 sheets light weight, \$1.15; medium weight, \$1.45. Manuscript boxes to mail lengthy mss., 5 for 55c; with ribbon, 90c. Carbon paper, 25 sheets, 20c.

THE SUPPLY STATIONER

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The Ziff-Davis Publishing Co., 608 S. Dearborn St., Chicago, Jerry K. Westerfeld, assistant editor, writes: "We are not getting very many stories for our new South Seas magazine, which we plan to have out some time in November. We are still in the market for yarns which will run from 5000 to 10,000 words. They should start with action, have plenty of suspense, characterization, and adventure. Many of the stories we have been getting are too slow in pace and lacking in drama. For real top-notch material we will be willing to go above 1 cent per word, but such material will have to be exceptional."

Detective Fiction Weekly, 280 Broadway, New York, is reported to be rejecting many stories because they are too "pulpy." Action for action's sake is not wanted by Charles Ingerman, editor of this Munsey book, but stories more of the "slick-paper" type find a welcome. Good rates are paid on acceptance.

Hi-Light Newspaper Syndicate, 619 Highland, Kansas City, Mo., is announced as a newly organized syndicate. R. W. Bird, secretary, writes: "Our outlet is mainly through small-town weekly and daily papers. We do not buy material outright, but instead submit material to a series of newspapers at our expense and pay the writer 50 per cent of all money taken in on sales. We are soliciting feature material of all kinds, especially material suitable for small-town publications—columns, short-short fiction, feature articles, cartoons, etc."

Hygeia, Chicago, Ill., contains the following announcement: "The editor of the School of Health Department will be pleased to receive articles dealing with the actual solution of concrete and practical health in the Schools. Contributions on general theory are not solicited. Articles must not exceed 1000 words. All articles accepted will be paid for at regular rates." Address The Editor of School of Health Department, 67 Clyde St., Newton, Mass.

Hebrew Publishing Co., 77 Delancey St., New York, has extended its scope of activities to embrace the publication of Judaica in English. It is looking for manuscripts of interest to Jewish readers, preferring manuscripts that are not topical but dealing with some phase of Jewish life, such as children's books, with or without illustrations, histories for children and adults. Leon Reeder signs the letter calling for material.

The Coast, 130 Bush St., San Francisco, writes that it is chiefly interested in articles about important West Coast subjects, mainly contemporary personalities or situations. Photographic essays along the same lines are used. Length limits, 1500 to 3000 words. Innis Bromfield, editor, offers rates of approximately 1 cent a word, payable on publication; photo series, \$20 and up.

Magic Comics has been added to the comic papers published by the David McKay Co., 604 S. Washington Squ., Philadelphia, which also include *Ace Comics* and *King Comics*. While the cartoon strips used in these publications are obtained chiefly from the King Features Syndicate, some original work, including juvenile serials of six 2500-word parts, are purchased at good rates payable on acceptance.

The address of *Lyrical Poetry*, announced in our August issue, should have been given as Box 608, San Benito, Texas, instead of Benito, as printed.

The American Rifleman, formerly at 816 Barr Bldg., is now located at 1600 Rhode Island Ave., Washington, D. C.

Everyday Photography, 67 W. 44th St., New York, monthly edited by Thomas A. Blanchard and devoted to articles of interest to all picture makers, prefers to have authors query before submitting material. Rates are 1½ cents a word, payable on publication.

Successful Farming, Des Moines, Ia., finds itself with an oversupply of fiction and will not be able to give consideration to such material for some time, writes Hugh Curtis, associate editor.

For People Everywhere, 122 E. 42nd St., New York, is not buying any stories from outside writers, the editors inform.

Info-About New York, 545 Fifth Ave., New York, is not in the market for any outside contributions, writes Jerry Askwith, editor. It is a weekly guide to the city's activities, and its feature articles are first-person celebrity stories.

The Avenger, 79 7th Ave., New York, new monthly issued by Street & Smith under editorship of John L. Nanovic, can use fast-paced, modern detective short-stories with detective heroes. The lead novel is written by arrangement. Rates are 1 cent a word and up, on acceptance.

Picture Play Magazine, 79 7th Ave., New York, is no longer in the market for Hollywood novels.

Doc Savage Magazine, 79 7th Ave., New York (Street & Smith), now prefers that its short-stories be kept within 4000-word length.

New Photo Miniature, 70 Fifth Ave., New York, was discontinued June 30th.

Scientific Psychology, 4238 Clarendon Ave., Chicago, is out of business.

10 Story Gang and *Double Action Gang*, of the Blue Ribbon group, 60 Hudson St., New York, have been discontinued.

Romance, 205 E. 42nd St., New York (Popular), has been discontinued.

St. Nicholas, 420 Lexington Ave., New York, is very slow in paying for published material, according to the experience of a contributor.

Swing, 1707 Fisher Bldg., Detroit, Mich., is now edited by J. B. Johnson, Jr., succeeding H. E. Hallas.

Screen & Radio Weekly, published by the *Detroit Free Press*, Detroit, Mich., is now edited by James Hosking, who succeeds Douglas D. Martin.

Mail addressed to *Discussion*, 51 E. 42nd St., New York, is returned by the postoffice unclaimed.

Coronet, 919 N. Michigan Ave., Chicago, is overstocked.

PRIZE CONTESTS

Thrilling Wonder Stories, 22 W. 48th St., New York, urges amateur writers—those who have never had anything published professionally—to submit science-fiction stories. Prize stories are paid for at the same rates paid regular writers for the magazine. The editors state, "We want to present a brand-new writer in every issue." Address Amateur Writers Editor.

The Rosicrucian Magazine, Oceanside, Calif., offers a first prize of \$50, second of \$25, third of \$15, and two of \$5 for manuscripts of not less than 2000 words on occultism (fact or fiction), Rosicrucianism,

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Northern California Drama Assn. announces a one-act play contest. Apparently no awards are offered except production by the association. Plays must be original and not previously produced, and must be no shorter than 15 minutes nor longer than 40 minutes. They must be entered under a pen name, accompanied by a sealed envelope containing author's name and address, with title of play and pen name on outside of envelope. Closing date, December 1, 1939. Contestants should send for details and submit plays to the association, addressing the Contest Committee, 2435 Sacramento St., San Francisco, Calif.

The American Magazine, 250 Park Ave., New York, announces: "Do you know any unusual original stories about animals? We will pay \$1 for each acceptable anecdote accompanied by corroborate proof. No entries can be returned." Send contributions to "Animals," at above address.

BUSINESS MAGAZINE DEPARTMENT

Edited by JOHN T. BARTLETT

Barber & Beauty Shop Supplier, 741 N. Milwaukee St., Milwaukee, is a new publication using illustrated articles 800-1000 words on merchandising ideas used by wholesale firms supplying beauty and barber shops. Articles must be confined strictly to wholesale trade. Photos are imperative. Editor is Emil J. Blackey, who promises 1 cent a word on publication.

Savings Bank Journal, 110 E. 42nd St., New York, is now edited by Harold M. Sherman. This publication uses financial, economic, industrial, business articles as these subjects relate to mutual savings bank interest. Payment is on publication at 1 cent a word.

Better Letters in Business, 4416-18 Ellston, Chicago, is branching out in its editorial scope. Heretofore, articles have dealt only with outstanding letters, but from now on articles will be sought on direct mail advertising, broadsides, folders, enclosures, blotters, postcards, etc., as well as on sales letters, collection letters, etc. Frank C. Petrino, editor, pays on publication.

Spirits, 220 E. 42nd St., New York, using short items on activities of wine and spirits wholesalers, distributors, and their salesmen, now pays 1 cent a word, on publication, according to Jon Gregg, editor.

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4th Prize: My help on 50,000 words submitted within 3 mos. (Value) 50.00
5th & 6th: My help on 25,000 words (2 prizes, each worth \$25.00) 50.00
7th & 8th: My help on 12,000 words (2 prizes, each worth \$12.00) 25.00

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James F. Bonnell, 4th Prize Winner, September, 1937. "As a result of his free training award, Mr. Bonnell soon began to regularly hit a number of specialized smooth-paper magazines. His short stories frequently appear in *Successful Farming*, *Photoplay*, *Extension Magazine*, *Family Circle Magazine*, etc., and he also occasionally writes for such pulps as *Black Mask*, *Ten Detective Aces*, etc.



Rowena Farrar, 2nd Prize Winner, August, 1935. Under her own as well as pen names on the frequent occasions when more than one of her stories appear in the same issue, Mrs. Farrar's novelets and short stories are today regularly featured in all the leading romance magazines.

Starchroom Laundry Journal, 305 E. 45th St., New York, has gone pictorial. Hereafter, all features should be after the manner of those in *Life* magazine. Query Paul C. Trimble, general manager, on picture-story ideas. Special rates are promised for this type of material.

National Cleaner & Dyer, 305 E. 45th St., New York, has new requirements similar to those of *Starchroom Laundry Journal*. Writers should query Paul Trimble, general manager, on proposed picture-features.

American Druggist, 572 Madison Ave., New York, announces a flat rate of 1½ cents a word for pictorial features on retail drug store operation. Length has been cut down to 500 words. Harold Hutchins is editor.

Southern Funeral Director, 711 Glenn St., S.W., Atlanta, Ga., is interested, at the present, in illustrated articles on new funeral homes in the \$25,000 or more class. Payment of ½ to 1½ cents a word on publication, according to J. C. Edwards, editor.

Used Car Merchandiser, 2842 W. Grand Blvd., Detroit, is now being edited by Glenn F. Jenkins, who promises to be prompt in reporting on manuscripts. Rates for articles of interest to the used car business are 1 cent a word, with \$1.50 for photographs.

Automotive News is the new name for *Automotive Daily News*, and the new address is 2751 E. Jefferson Ave., since removal from the 5th floor, New Centre Bldg., Detroit.

Carpet Trade Review, 1170 Broadway, New York, is the new name for *Carpet and Upholstery Review*. Rate of payment is ¾ cent a word, on publication. John Regan, editor, uses articles on exhibits, merchandising, etc., of floor fabrics and leading retail outlets.

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Many of the older trade-journal writers will regret to learn that Treve Collins, for many years editor of *Plumbing and Heating Journal*, New York, died recently following an operation for appendicitis. In recent years, Mr. Collins has been a writer of fiction, including one novel and many short stories, and at the time of his death, was advertising manager of *Plumbing and Heating Journal*.

Health Foods Retailing, which started at San Francisco, then removed to 330 N. Michigan Blvd., Chicago, is now back at 846 Russ Bldg., San Francisco. This is a small magazine published quarterly and therefore is a limited market, but payment of 3/4 cent a word, or, if one photo accompanies, 1 cent a word, is made promptly upon publication.

Welding Engineer, Chicago, has moved from 608 S. Dearborn St. to 506 S. Wabash Ave.

Progressive Grocer, 161 Sixth Ave., New York, is now being edited by N. H. Farham.

Purchasing, formerly published by the Boffey Publishing Co., 11 W. 42nd St., New York, has been purchased by Hanover-Mast Corporation, 205 E. 42nd St., which publishes *Mill and Factory* and *Modern Brewer*. The entire personnel will be retained and the editorial policy carried on and augmented under the new ownership.

Western Construction News, 333 Kearney St., San Francisco, has purchased *Western Industry* and *Pacific Coast Industry Buyers Guide*. Publication of *Western Industry* ceased with the August issue, but will be resumed in January.

National Florists' Review, 234 Fifth Ave., New York, is being dropped from the quarterly market listing as contributors have reported no payment has been made for material published last spring, and letters to the publication go unanswered.

Wallpaper Magazine is now being published at 41 Union Square, New York. Editor and publisher is C. M. Wieland.

Club Management, formerly owned by the Patterson Pub. Co., Chicago, has been purchased by the Commerce Pub. Co., 408 Olive St., St. Louis. The Patterson company still retains a substantial interest in the company, and C. A. Patterson remains as associate publisher.

National Delicatessen Grocer, recently purchased from the A. D. S. Publishing Company, by the Accord Company, and now located at 270 Broadway, New York, announces that strict policy is that no article should run over one page, or about 900 words. A. E. Sylvester is publisher.

Surgical Business, formerly at 200 Elizabeth Ave., Newark, N. J., is now located at 369 Lexington Ave., New York.

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This series began in the September, 1938, issue. Back copies available.

XII—VIEWPOINT

When a photographer takes a picture, or an artist paints one, he necessarily views the scene from a certain definite point. Any one else, viewing the picture, will automatically put himself in the position from which the artist or photographer observed it.

Viewpoint, as applied to fiction, means practically the same thing that it does when applied to a picture. It is the position of the observer—the one who sees what is going on.

This position—the relationship of the observer to all other characters, incidents, and other elements in the story—counts heavily among devices for maintaining unity.

Of the various relationships which it is possible for an observer to bear toward the other factors of the story, the simplest is—

The External Viewpoint

This viewpoint approximates more nearly than any other the position of the photographer to his scene. The author describes what goes on in the story as an observer, but not a participant. He is like an auditor in a theater, seeing and hearing what takes place on the stage but having no part in it.

The most convenient way of differentiating this viewpoint from all others is by keeping in mind the rule that in a story told consistently from the external viewpoint, the author cannot report what any character *thinks*. He can only report what the characters *do*, what they *say*, how they *look*.

The following passage illustrates:

Farnsworth fumbled in his pocket, finally locating a lone cigarette. Smoking gloomily, he wandered down the almost deserted street. Passing a lighted cafe, he glanced longingly inside. With a shrug, he drew his eyes away and strode on.

Suddenly, he was knocked off his feet as three men dashed from a dimly lighted doorway. He struggled up with a snarl. One of the trio paused.

"Sorry matey," he said apologetically; "didn't see you."

Farnsworth checked whatever retort he had been about to make. He peered sharply at the face of the other man.

"No harm done," he muttered, moistening his lips. Then: "I've seen you before," he said with conviction. "In Portsmouth, wasn't it—time of the big strike?"

The other gave an embarrassed laugh. "Not me, matey—I never been there. So long—I gotta catch me buddies."

He hurried away, Farnsworth's eyes following him until he disappeared.

Three years ago, Farnsworth had walked this same street, not as an outcast, but in all the arrogance of his captain's uniform. The ship of which he had been master now lay a battered wreck off the coast of Africa. At the inquiry which followed the wreck, he had been discredited and narrowly escaped more dras-

tic punishment than the loss of his rank and papers. Now, a gleam of hope appeared in his eyes.

A study of this passage reveals that the limitation which prevents us from looking into the mind of a character and telling what he thinks is not a serious handicap. Just as an actor on the stage may register emotion and act in such a way as to indicate what he is thinking, so may our fictional characters reveal themselves to the reader. When Farnsworth glances longingly into a cafe, we realize that he is hungry. When he rises with a snarl, we know that he is angry.

Dialogue retrospect and straight narrative retrospect, it will be noted, are used to reveal what has transpired in the past. Memory retrospect would be inconsistent with this viewpoint.

First-person Viewpoint

A story may be told from a much closer point of view than the one just considered. It may be told by an actual participant in the action. The obvious way of telling a story from such a viewpoint is to have a character tell it in the first person. The narrator is the "I" of the story. This first-person narrator may be a principal or a minor character. The incident just described, if narrated from Farnsworth's point of view in the first person, would read thus:

I fumbled in my pocket, finally locating a lone cigarette. Smoking gloomily, I wandered down the almost deserted street. Passing a lighted cafe, I could not help glancing longingly inside, for I was hungry. But I had no money to spend for food, so I tore myself away and strode on.

Suddenly, I was knocked off my feet as three men unexpectedly dashed from a dimly lighted doorway. Fighting mad, I struggled to my feet. One of the trio paused.

"Sorry, matey," he said apologetically; "didn't see you."

Something about the man checked the angry retort that trembled on my tongue. I peered into his face, certain that I recognized him.

"No harm done," I muttered. My lips felt suddenly dry. "I've seen you before," I said with conviction. "In Portsmouth, wasn't it—time of the big strike?"

He gave an embarrassed laugh. "Not me, matey—I never been there. So long—I gotta catch me buddies."

I was sure that he lied. But the encounter brought back bitter memories. Three years ago, I had walked this same street, not as an outcast, but in all the arrogance of my captain's uniform. The ship of which I had been master now lay a battered wreck off the coast of Africa. I recalled grimly how, at the inquiry which followed the wreck, I had been discredited—lucky to escape more drastic punishment than the loss of my rank and papers.

Now, as I looked after the retreating figure, I felt a gleam of hope. For I was sure I knew the man who

had stopped to apologize, and I saw a way to use that knowledge to my advantage.

Since the author has, for the time being, assumed the identity of the chief participant in the story, he can tell what the character thinks and feels. He can employ memory retrospect to introduce facts concerning the past. He cannot, of course, look into the mind of any character other than one whose viewpoint has been selected. The thoughts of all others involved in the action are concealed, except as they may be suggested by what they say or do.

The limitation of this viewpoint is that the narrator may not tell of events which happened when the viewpoint character was not present. This handicap may be overcome in various ways. Following are a few of them.

(a) Another character may tell the viewpoint character what took place. This narration may be given in detail, in the character's actual words, or it may be summarized. Typical example:

While we were speeding to the hospital, Mary told me how the accident occurred. She and Vernon were turning into the main highway when a big touring car, driving without lights, bore down upon them. "I'm sure it was the stolen car," she insisted. "It swerved and almost missed us. I screamed just as we came together." Etc.

(b) The viewpoint character may deduce what took place, thus:

From the position of the body, the open window, and the condition of the room, I could pretty well reconstruct the incident. Carter had returned home as usual and lighted the fire. He was in the midst of preparations for his meal when something attracted his attention. I think he must have stepped to the door and unlocked it himself; the assailant could then have entered unobserved by the window, slipped up and felled him from behind.

(c) The information, may be brought out incidentally in some such phrase as:

I learned afterward that John occupied the time during my absence by playing on the fears of the servants.

In such case, the information should be such that the reader would not question the likelihood of its reaching the narrator. In fact, a vitally important requirement of passages designed to acquaint the reader with matters outside of the direct observation of the viewpoint character is that the information shall be revealed to that character naturally and convincingly.

The viewpoint or "I" character need not be an important character in the story. Many yarns are told from the point of view of a character whose part in the action is merely incidental. The viewpoint is practically external; but the fact that the narrator has a personal rather than an impersonal relationship toward some of the chief characters often makes it possible to inject a sympathetic note or an aura of glamour which adds to the appeal of the story. The incident employed as an example, if told from the viewpoint of a minor character, might be handled somewhat as follows:

Trailing along behind Farnsworth like a shadow, I saw him fumble in his pocket. He located a cigarette—I knew it must be his last. Smoking gloomily, he wandered down the almost deserted street. We passed a lighted cafe. He was hungry, I knew, but after one longing glance inside, he shrugged, drew his eyes away, and strode on.

Third-person Single Viewpoint

The term "single viewpoint" usually refers to that form of narration in which all the characters are de-

picted in the third person, but the thoughts and emotions of one character are revealed, just as if he or she were the "I" of the story. To change over our example from first person to third person, maintaining the viewpoint of Farnsworth, we need only to substitute the character's name, or pronouns referring to him, for the pronouns essential to first-person narration. Thus:

Farnsworth fumbled in his pocket, finally locating a lone cigarette. Smoking gloomily, he wandered down the almost deserted street. Passing a lighted cafe, he could not help glancing longingly inside, for he was hungry. But he had no money to spend for food, so he tore himself away and strode on. Etc.

If this point of view is strictly maintained, it is subject to the same limitations as first-person viewpoint. That is, the reader can be informed of things that happened outside of the viewpoint character's knowledge only as the viewpoint character learns of them. Also, the thoughts of other characters can be revealed only as deduced from what they say and do. There is a great advantage, however, in that to a degree this viewpoint is a cross between the external viewpoint and the first-person viewpoint. The author, while seeing events largely through the viewpoint character's eyes, is not quite limited to "being" that character. He is sufficiently detached so that he can look at the character. In a third-person story, for example, it is entirely permissible to employ such a passage as this:

Jane came into the room looking exceptionally gay in her expensive evening gown. Her eyes were bright and laughing, her smile spontaneous. Looking at her, any casual observer would have assumed that she had no thought beyond having a good time. "I hope no one suspects," she thought desperately. "Oh, if I can only keep them from knowing!"

Here we both look at Jane and look into her mind. Such a passage could not be satisfactorily converted into first-person narration by a mere change of pronouns, because the "I" of a story cannot logically report how he or she appears to others. Converted into natural first-person narration, this passage would perhaps read as follows:

I came into the room trying to look natural and gay. I had on an evening gown, the most expensive in my wardrobe. I hoped my eyes looked bright, my smile spontaneous. I didn't want them to pity me; I wanted to convey the impression that I had no thought beyond having a good time. "I hope no one suspects," I thought desperately. "Oh, if I can only keep them from knowing!"

The third person single viewpoint is, in general, more elastic than any other strictly maintained viewpoint, and it is more used than any other in fiction.

The Omniscient Viewpoint

The Shifting Viewpoint

Since the author may assume the prerogative of looking into the mind of one character, as in third-person single-viewpoint narration, there is no logical reason why he should not go a step further and look into the minds of all characters, if an effective result may be obtained thereby. We may say that a story thus handled is told from the omniscient viewpoint.

The omniscient viewpoint differs somewhat from mere shifting of viewpoint, although there is a similarity between the two. The difference lies in the fact that shifting viewpoint implies adopting one viewpoint, then passing to another, while omniscient viewpoint implies that we assume at the outset the ability to look into the mind of any character at will.

An example of a shifting viewpoint may be taken from Erich Maria Remarque's novel, "Flotsam." The story is told principally from the viewpoint of the

hero, Kern, but there occur passages in which the narrator looks into the mind of another character or, as in the example following, temporarily drops the viewpoint of Kern and tells what happened entirely outside of his knowledge. The shift here is from Kern's viewpoint to an external viewpoint.

... The man came closer ... "Do you know what that is?" he asked, pointing at the tunic of a uniform hanging on the back of a chair. "Do you want me to put that on and go with you?"

Kern grew pale. "No," he stammered, edging toward the door.

"That's better. So you wanted to make us a present of the bottle too, eh?"

"Yes, of course," Kern sighed and reached for the doorknob.

"Here, take your sandwich," said the woman with a broad grin.

"I don't want it, thanks."

Kern slammed the door behind him and stumbled down the steps. On the street he looked angrily about him. "Presburg!" he muttered. "It's the right name for this hellhole."

He could not hear the thundering laughter that followed his flight.

"Magnificent, Anton!" the woman said proudly. "Did you see the way he skipped? As though he had bees in his pants! Even faster than the old Jew this afternoon. I'll bet he took you for a police sergeant at least and thought he was in the coop already."

Anton smirked. "Can I help it if they are scared by a postman's uniform? Gravy for us." He reached for his wife.

Kern went to the station. He had meant to get his valise and move on farther from the border that night. When he reached the waiting room, however, he changed his mind.

The following briefly illustrates the omiscient viewpoint:

This was their first opportunity to be alone together. Now they sat face to face in the summer house—temporarily deserted by the rest—acutely conscious of each other.

The boy was thinking, "She's prettier than a girl has any right to be, but there's something hard beneath the surface. I'll bet that in spite of all her apparent sweetness, she usually has her own way."

The girl was thinking, "He's dreadfully serious—no sense of humor at all. I could interest him if I tried, but he'd be sure to want me to live according to his standards, and that would be tiresome."

Despite all the academic rules which may be quoted against shifting the viewpoint, both of the above passages are entirely permissible. There is no reason why an author should not tell first what is in one mind and then what is in the other, or why he should not shift from an intimate viewpoint to an external viewpoint, provided the story gains thereby. The difficulty is to make such transitions without awkwardness, or without causing confusion and loss of unity. Skilled writers may—and often do—employ the shifting viewpoint. Also, it may be observed, skilled performers often walk on tightropes and slack wires, but the average person is likely to make a spectacle of himself if he attempts the same feat.

Shifting viewpoints and the omiscient viewpoint are more frequently found in novels than in short-stories, for in short fiction, the exactions of unity are especially rigid. In the novel, an extended passage, consisting of one or several chapters, may be told from the viewpoint of a certain character, then another extended passage will be told from a different character's viewpoint. However, each passage, as a rule, maintains unity within itself. In the Remarque

novel from which quotation was made above, there are occasional passages which are told from the viewpoint of another character, named Steiner, and still others told from the viewpoint of Ruth, the heroine. These are passages, however, in which Kern, the hero, does not appear. Whenever he is involved in scenes with one or other of the above characters, the story is told from his viewpoint. The reader, as a result, finishes the book with the impression of having lived through the events of the story as Kern lived them, though with brief digressions into the lives of others.

The selection of a viewpoint must be determined by the nature of the story to be written. The single viewpoint is such a vital factor of unity that it is advisable to adopt it when possible. For stories of the "confession" type the first-person viewpoint is, of course, mandatory. The method most frequently employed in general fiction is third-person narration with the hero or heroine—one of the principals—as the viewpoint character. If the viewpoint character is a participant in all the important action, there need be little occasion for resorting to the awkwardness of occasional shifts or extended passages of narration by other characters to explain what happened outside of the viewpoint character's knowledge. Such passages usually interrupt the continuity of direct narration and bear a close resemblance to "retrospect as a necessary evil." It is well to avoid them if possible.

PRACTICE SUGGESTIONS

1. Find examples of fiction illustrating each of the viewpoints discussed in this lesson—external, first-person major character, first-person minor character, third-person single viewpoint, shifting viewpoint, omiscient viewpoint.

2. Rewrite several stories, or passages from stories, altering the viewpoint employed by the author to another (as, first-person to third person, third person to first-person, third or first person to external, external to third or first-person).

3. Take a story told from first-person or third-person single viewpoint and rewrite it by telling it through another person's eyes—that is, employing a different viewpoint character. (For example, the heroine instead of the hero.)

3. Do you find many examples of shifting viewpoint in the work of good writers of short fiction? Of long fiction?

4. Considering the brief passage quoted from Remarque's novel, can you devise a way to convey what went on between Anton and his wife without shifting from Kern's viewpoint?

5. Analyze several of your own stories, noting whether they adhere consistently to a selected viewpoint, whether there would be a gain at any point by changing or shifting the viewpoint or, by eliminating changes or shifts which may be present. Also, whether there would be a gain through rewriting the story from a viewpoint other than that adopted.

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